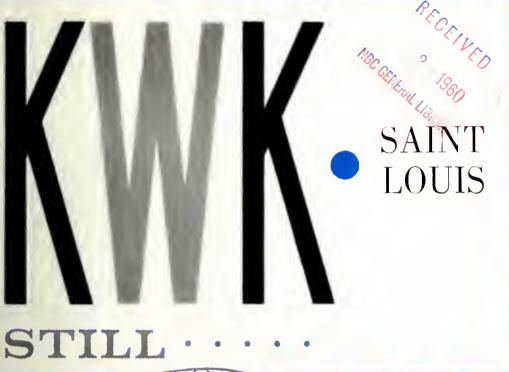
SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE





NO. 1

FIRST BY FAR IN...TOTAL QUARTER HOURS
MONDAY THRU SUNDAY ACCORDING TO
THE LATEST ST. LOUIS METROPOLITAN
AREA APRIL PULSE.

William L. Jones, Gr. Vice President

SUMMER RADIO: BOOM AT THE LOCAL LEVEL

Placing spot at local rates is a big reason the national picture doesn't look so good

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ARB set count shows reversal from Nielsen

AFA guide on air copy and the law

American Home Products: tv's new colossus

Page 40

DIGEST ON PAGE 4

in MILWAUKEE it's WEMP

THE Luality TOUCH

The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.



Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

buy St. Louis a la card*

KIVI RATE CARD

four lowest

cost per thousand

TV buy in St. Louis

Amid the floral beauty of Forest Park's JEWEL BOX

KTV

Q

Represented nationally by

UIS

MORE



WSIX-TV

Your BEST BUY On Cost Per 1,000

WSIX-TV gives you . . .

- MAXIMUM TOWER HEIGHT
 2049 ft. above sea level . . . none
 taller permitted in this area by CAA.
- MAXIMUM POWER
 316,000 powerful watts . . . moximum—permitted by FCC.
- MAXIMUM EFFICIENCY

Maximum caverage and law cast per thausand make WSIX-TV your most efficient buy in the rich Middle Tennessee, Southern Kentucky, Northern Alabama TVA area.

CHECK THESE FACTS:

- ✓ TV HOMES 370,700
- √ Papulation 1,965,500
- ✓ Effective Buying Income \$2,155,868,000
- √ Retail Sales \$1,585,308,000

Source Television Magazine





© Vol. 14, No. 25 • 20 JUNE 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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"WAGA-TV's 'CONTROVERSIAL RED CROSS'...

...CONSTRUCTIVE PUBLIC SERVICE..."

Gen. Alfred M. Gruenther

In a thirty-minute evening time period, WAGA-TV telecast "Controversial Red Cross," a program suggested by an article in Holiday Magazine. The program presented the pros and cons, the misconceptions concerning the organization and the true picture.

American National Red Cross President, Gen. Gruenther, said of the pro-



Gen. Gruenther

gram "I consider the presentation 'Controversial Red Cross' a fine example of constructive public service offered by WAGA-TV. It gave the general picture of Red Cross and also brought it down to the local community. It was an honest deliverance of the gripes and misinformation concerning this organization, answered in a logical manner." A basic programming objective of WAGA-TV is "... to promote community betterment... the development of an active, informed citizenry... to cooperate with the recognized governmental, civic, charitable, religious, educational and other agencies dedicated to these ends."

famous on the local scene...for public service

waga tv 5

THE STORER STATION IN ATLANTA

Everybody's watching . . .



the only primary
NBC outlet
between Atlanta
and the Gulf!

- WALB-TV is the only hometown station serving Albany, South Georgia's only metropolitan market.
- Grade "B" area also includes Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Over 750,000 people with \$739 million spendable income!
- 316,000 watts . . . 1,000 foot tower!

WALB-TV

ALBANY, GA. CHANNEL 10

Represented nationally by Venard, Rintoul & McConnell, Inc. In the South by James S. Ayers Co.



NEWSMAKER of the week

In Chicago last week, the American Broadcasting Co. and Bell & Howell announced a joint prestige endeavor—the most extensive prime time public service programing ever undertaken by a network and a single sponsor. The series: 20 public service specials, produced by John Daly, plus the weekly half hours based on Winston Churchill's Memoirs.

The newsmaker: Charles H. Percy, youthful president of the Bell & Howell Co., Chicago, manufacturers of cameras and electronic equipment, has maintained a position of leadership in the field of public information program sponsorship. Bell & Howell has always been an advocate of the theory that public service shows are an effective vehicle to build and maintain a long-term quality image for the company and its products. The upcoming venture on ABC TV

is no new concept for Percy. Bell & Howell has pioneered significant public service sponsorship with CBS Reports during the 1959-60 season, and NBC's Berlin Crisis last spring. Although Bell & Howell takes no sides in the issues involved, Percy and his company feel that an objective airing of controversal topics, such as those expressed in Population Boom and Who Speaks for the South, increases understanding, and stimulates the thinking and action of the American public.



REPORT

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Charles H. Percy

Percy's entire career has been marked by consistent early achievements. He was elected to the Bell & Howell board of directors in 1942, when he was only 23. Upon return from the Navy in 1945, he was made corporate secretary, and in 1949, following the death of president Joseph H. McNabb, he became president of the company at the age of 29.

During the business recession of 1958, Percy encouraged manufacturers to step up their new product developments and introductions, and to increase their advertising budgets in order to stimulate the nation's economy. His own company set the example by marketing equipment that was not scheduled for distribution until a later date. Percy has received many national honors during his distinguished career. Among these: In 1949 he was named one of the 10 outstanding young men in the U. S. by the Junior Chamber of Commerce, and in 1956 he attended the presidential inaugural ceremonies in Peru and Bolivia as President Eisenhower's personal representative. He has recently achieved a new mark, this one at the national political level, heading the GOP platform writing committee.

MERCHANDISING IS LIKE THE .ITTLE GIRL WITH THE CURL..



"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,

KSTP Radio and Television believe that advertisers should receive strong, consistent and professional merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end KSTP maintains a full-time merchandising and promotion staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MER-CHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket-the final link in the chain started by your advertising on KSTP Radio and Television!

In addition, KSTP's expert merchandisers turn out shelftalkers, banners, window streamers, bus cards, posters,



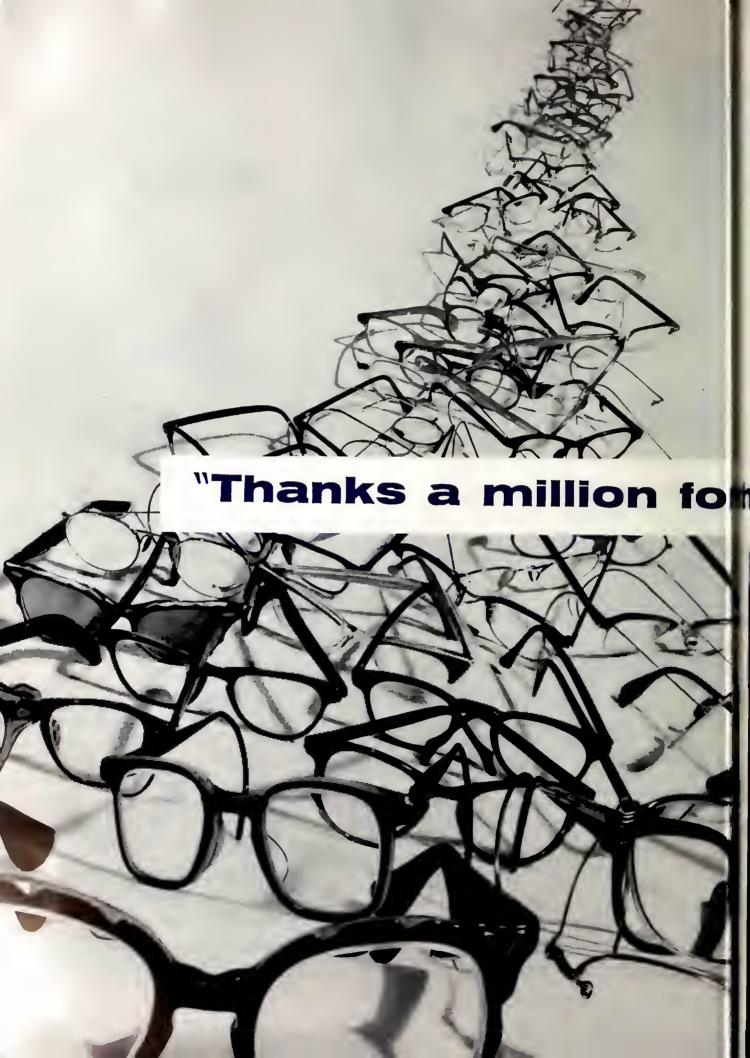
AND WHEN SHE WAS BAD SHE WAS HORRID!"

mailing pieces, survey facts and figures relating to your sales problem and special promotions by the score. There is no charge to the advertiser for these services which are offered at the discretion of the station.

Our files are full of letters from advertisers who appreciate dependable, quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.



REPRESENTED BY EDWARD PETRY & CO., INC.





the twenty-six hundred!"

Recently, the Lions Club Women's Auxiliary of Bustleton, Pa., in cooperation with the Pennsylvania Working Home for the Blind, asked us to appeal to our listeners for old eyeglasses. What a response! Twenty-six hundred pairs in thirty days!

They now have been turned over to "New Eyes for the Needy," a non-profit organization which, for 47 years, has been reclaiming old glasses to provide new ones and artificial eyes to thousands each year who cannot afford them.

Some frames are reusable. Metal frames are melted down and redeemed for cash which is sent back to the source organization.

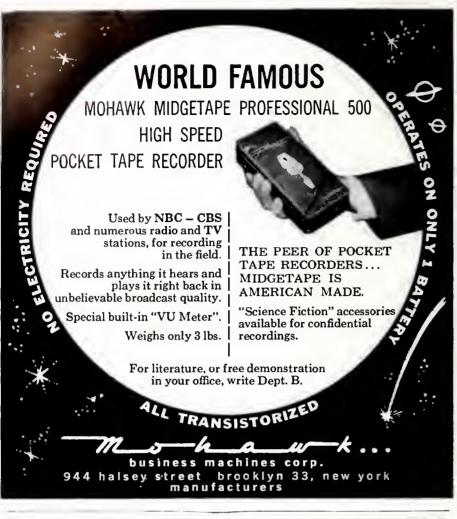
So, to each contributor, for ourselves and for all the needy persons who will receive "new eyes," we say—thanks a million.

"New Eyes for the Needy" is but one of many distinguished community efforts in which WIBG is proud to lend a hand.

Philadelphia listens to WIBG the Storer station

STORER BROADCASTING COMPANY

33 years of community service





NO, THIS IS "KNOE-LAND

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population. Households Consumer Spendable Income

1,520,100 423,600

Drug Sales Automotive Sales General Merchandise

40.355,000 299,539,000 148,789,000

Food Sales

\$1,761.169.000 \$ 300,486,000 Total Retail Sales \$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a m. to midnight, 7 days a week.

Channel 8 Monroe, Louisiana

CBS . ABC A James A. Noe Station Represented by H-R Television, Inc.

Photo · Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana

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++++-+++-+++-+++-+++-+++-+++-+++-+++-+++-+++

How many yawns in a TV season? We tried to count the ways in which television commercials can be boring. It only added to the tedium. Everybody knows you have to move people before you can move merchandise. It has always been our belief that selling the product or the company is the prime function of any television commercial. N. W. Ayer & Son, Inc.

THE FIGURES:

SHARE OF 3-NETWORK AUDIENCE*

ABC-TV 37%

^{*}Source: Nielsen 24 Market TV Report for week ending May 29, 1960, all nights, 8:00 to 10:30 PM, Monday-Sunday.

IT FIGURES:

It figures that ABC continues to knock off firsts with shows like these: Cheyenne, Adventures In Paradise, Wyatt Earp, Rifleman, Hawaiian Eye, The Real McCoys, The Untouchables, 77 Sunset Strip, Robert Taylor's Detectives, Lawrence Welk, Maverick, Lawman, The Rebel. It figures so much that ABC has been first in audience ratings more than any other network, and has never dropped below second.* And it figures that ABC will score again next season, with this same lineup plus great new shows like: The Islanders, SurfSide 6, Bugs Bunny, Hong Kong, My Three Sons, The Flintstones, The Roaring 20's. ABC TELEVISION

*Source: Nielsen 24 Market TV Report average weekly average audience 8-10:30 PM, week ending January 3 through week ending May 29, 1960.



Did you know?

LEADING THE SOUTH

in . . .

General Business Gains

Bank Activity Increase

Retail Sales Performance





Commercial commentary

Huckster preaches in Kentucky

Few people, I am sure, ever manage to get their comeuppance in the sprightly pages of Louisville's great Courier Journal and I can't help feeling a little proud that it has happened to me. The occasion was the Alumni Seminar on Mass Communications, held last Memorial Day weekend at the University of Kentucky in Lexington. My fellow speakers included John



Day, v.p. CBS News, Bill Arthur, managing editor Look, and Don Whitehead, journalist and two-time Pulitzer Prize winner.

In such distinguished company I felt like a rank ringer and said so at the beginning of my talk.

I pointed out that I was the only one who was not a Kentucky alumnus and the only one who had absolutely no credentials for editorial achievement in the mass communications field.

I explained that practically all of my business life had been spent in the fleshpot or huckster side of mass media, in preparing ads, commercials, campaigns, and programs for the newspapers, magazines, radio and tv stations where Mssrs. Dav, Arthur, and Whitehead function on a kind of Cloud IX of editorial integrity.

But I promised to try to make up, in the seriousness of what I said, for my lack of qualifications for the job.

Undoubtedly I overdid it. For the next morning, picking up the newspapers, I was convulsed with laughter.

"HUCKSTER PREACHES," shrieked the headline in the Courier Journal, "moral, ethical confusions cited."

Now that, I submit, is journalism in the great classic tradition. It is man-bites-dogness carried to the nth and ultimate degree. And I shall always treasure the *Courier Journal* clipping as a stern reminder never to take myself too seriously.

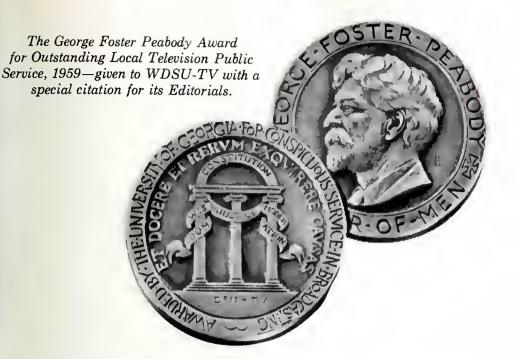
Humanism and heresy

But if the beauty of the bluegrass country and the warmth of Kentucky hospitality made me overly evangelistic, I was at least discussing a subject about which I do feel deeply. And I'd like to try to explain it here in calmer, more orderly terms.

First of all, I sincerely believe that many of us in the mass media, particularly in radio and tv, have been floundering around in a state of ethical confusion during these past few years.

I say confusion because it hasn't been a plot. We're not devils, villains, or sinister materialists, as some of our critics point up.

But I do believe that in trying to think through the problem of operating "in the public interest" we have fallen into an intellectual trap, an ancient ethical error which philosophers, scholars, and theologians have recognized and understood for hundreds, even (Please turn to page 16)



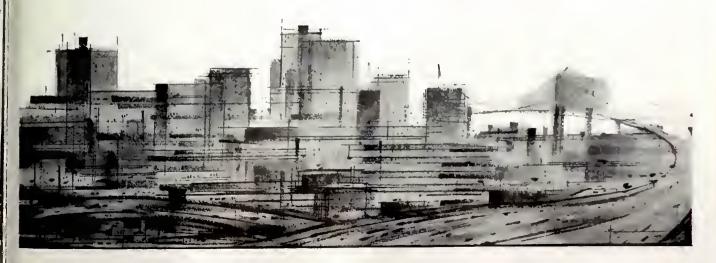
THIS MEDAL REPRESENTS A HAPPY IDEA...

... that courageous programming can earn for a station great respect.

The station with the most courageous programming becomes the most respected in its community.

And the most respected station gains for its advertisers the greatest influence with its viewers.

WDSU-TV Channel 6, New Orleans



YOU KCAN'T KCOVER

TEXAS

without



MISSING LINK!

between Dalas-Ft. Worth
—Houston and San
Antonio markets...that's
the big Waco-Temple
market comnated by us.



Commercial commentary Cont. from p. 14

thousands of years. This is the error of "unlimited humanism," the humanist fallacy or humanist heresy depending on how you look at it.

Essentially it is the mistaken notion that a rational, workable, and enduring system of personal ethics and behavior can be based solely on the idea of loving, serving, and pleasing people.

Every great religion and nearly every great philosopher denies that this can be done. They insist that something more is needed—a primary loyalty to a power and to principles which are greater than people and, significantly, greater than one's self.

Thus Christianity preaches that the brotherhood of man is meaningless without the fatherhood of God.

Thus my own church holds that the "first and great commandment" is not, as so many believe, to "love thy neighbor." It is to "love the Lord with all thy heart and soul and mind."

Of course, in any enlightened system of religion or ethics these two quite different concepts are almost inextricably intermixed.

A famous passage from the New Testament holds that "if any man says he loves the Lord and hates his neighbor, he lies." But the other side of this theologic coin is equally true and. I think, deserves even wider publication in 20th Century America—"If any man says he loves his neighbor and hates his God, he also lies."

Theology and the Communications Act

New what, if anything, has all this to do with mass media and with the licensing terms of the Communications Act?

Just this that in trying to figure out what it means to operate in the public interest we must draw exactly the same clear distinctions between principles and people.

The primary responsibility of any mass media leader is not to people—to his listeners, viewers, or readers. His primary responsibility is to the principles of freedom, equality, and opportunities for mankind on which America was founded.

And he can serve people only in terms of these principles.

Any time he sacrifices principles for the public interest he is not operating in the public interest.

If 25,000,000 people want to programs featuring cheap crime and violence—so what? Has a broadcaster a "moral obligation" to serve this "minority interest"? What rubbish!

Or suppose, as might happen, that Nielsen. Pulse, and ARB figures seemed to indicate that an overwhelming majority of Americans want nothing from tv except stale, vapid entertainment.

Does this mean, as some industry muddleheads suggest, that a network or station head has a "clear mandate" to program nothing but the seediest sex and shoddiest tinsel that Hollywood can provide?

Hell no! And the reason is not because such a schedule violates some idea of "total" or "balanced" programing. Or because it fails to throw sops to small intellectual segments of our society.

The reason is clearly and simply that such scheduling does nothing whatever to advance the American ideals and American purpose that are spelled at in the Constituti n and Declaration of Independence.

These are the principles on which we must build. These are the standards on which we must be judged. And for this, as I said in Kentucky, we shall need heroes as well as idealists.



WAVE-TV Gives You 28.8% MORE HEAVY SMOKERS!

(and light smokers, too, for that matter!)

Yes sir, it's a fact! WAVE-TV gives you 28.8% more smokers, because it gives you 28.8% more VIEWERS than any other TV station in Kentucky – sign-on to sign-off, every average week!

How many more sales can you make with 28.8% more viewers?

Ask NBC Spot Sales for all the facts — including WAVE-TV's much lower cost-per-thousand!



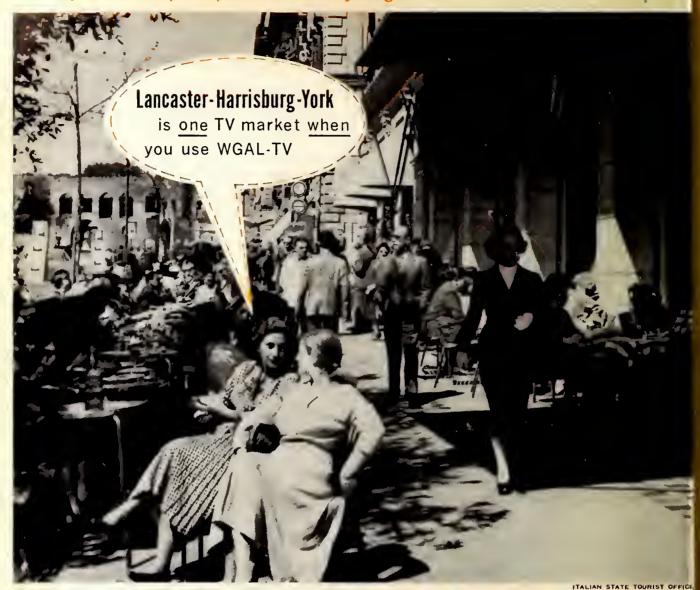
CHANNEL 3 MAXIMUM POWER

NBC

LOUISVILLE

NBC SPOT SALES, National Representatives

Everywhere people are saying . . .



MULTI-CITY TV MARKET SILITORIA INFORMATION INFORMATION

WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.



STEINMAN STATION Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York . Chicago . Los Angeles . San Francisco



Most significant tv and radio news of the week with interpretation in depth for busy readers

SPONSOR-SCOPE

20 JUNE 1960
Copyright 1960
SPONSOR
FUBLICATIONS INC.

Something that come out of Y&R this week that should perk up the spirits of the sellers of spot radio.

Remarked William E. (Pete) Matthews, media relations director, in an exchange with SPONSOR-SCOPE anent the medium's outlook: "We hear a lot more talk from clients about radio and there's also a good deal of interest in fm."

Particular significance: Y&R lately hasn't been doing much in radio billings.



Bates, the tv-oriented agency, is working on something for radio: a test on behalf Colgate dental cream in seven Negro markets.

The focus of the test: the New Orleans area. It'll likely be 20 spots a week per market, with local personalities doing the commercial.

In any event, it would be the first dentifrice in radio since Pepsodent vamoosed from the medium with its query about yellow.



Maltex (Heublein) was this week inquiring for spot tv availabilities through Fletcher Richards, Calkins & Holden for the fall.

According to TvB-Rorabaugh, Maltex and its sister Maypo last year spent over \$1 million between them in the medium.



Network spot carriers are again getting a hefty chunk (\$1.2 million) of the coming season's expenditures by Warner-Lambert's Anahist (Bates).

There'll be 52 commercial minutes used on the final quarter on the Westerner, the Outlaw, the Islanders and the Roaring '20s.

Now that these deals are out of the way, Bates should be calling for spot avails.



Nielsen doesn't seem to be getting an enthusiastic response from agency subscribers to a proposal—favored by ABC TV — that the NTI pocketpiece include a breakout showing popularity ratings in 50 multi-network markets.

Basic cause of the negative reaction: this additional tool would cost the subscribers more money.

How the 50 markets would be measured is a little complex. For instance, in three station markets the homes that can't receive a UHF station would be omitted.

Incidentally, starting July the NTI will go nationally to a total U.S. homes basis, instead of just rating programs by homes-tuned-in within coverage areas.



Chicago reps expect to cash in nicely for the fall from an educational campaign they've been conducting lately among midwest tv network users on how spot has worked with conspicuous success for their competitors.

In taking their story to upper sponsor levels the reps found that many of them didn't even know the meaning of spot or had a distorted image of the medium.

Miller Brewing (Mathisson) has already indicated that it will put about \$2.5 million into spot tv and among the accounts the reps report as taking a renewed and deeper look at spot are Pillsbury, General Mills and S. C. Johnson.

Timebuyers needn't worry—for the time being—about the electronic data machine, like the one just installed at Y&R, replacing them: they're still needed for the human nuances of the business.

It's a \$5-million investment that Y&R made for its Remington-Rand computer, which eventually will be used by the media department to figure out all the facets of a spot campaign and issue orders and billings.

Eventually it's planned to feed the whole Standard Rate & Data into the machine, with information on coverage, CPM, audience, geography and other things so that media can get the answer pretty much to whatever it is digging for. In other words, it'll come in handy to (1) select a list of stations and determine the cost of a campaign, (2) set up speculative schedules and (3) statistically compare one media to another.

Automation or no automation, station men will still have to relate their latest story to timebuyers, even if they have to bring along all this in statistical form to be taped eventually into the electronic well that has no bottom.

-

At the rate it's been going so far this year in tv, the toy industry should spend about 70% more in the medium in 1960 than it did in 1959.

Last year its billings, according to TvB-Rorabaugh, were \$6.2 million, 77% over the tally for 1958.

A comparison for the first quarters: 1960, \$950,000; 1959, \$500,000. Continuance of the current rate would account for a \$10-million year.



What, in the view of some media people, could prove quite a paradox for tv this fall: there'll be at least 25 auto names competing via birth or new models, but the total expenditures by the industry may not be a lot more than a year or two ago.

The reason they cite is this: all the compacts or near compacts are allied with a larger car and the disposition in Detroit is to piggyback the two on the same commercial, as both Chevrolet and Ford have been doing.



General Motors' corporate buy into NBC TV football adds another \$2.3 million to its 1960-61 stake with that network.

The extent of its sports expenditure by event: World Series, \$1,800,000; Rose Bowl, \$350,000; Blue and Gray game, \$125,000.



In veering its daytime programing appeal more exclusively toward women ABC TV, as it turns out, is actually following a trend: the youngsters aren't watching as much in the daytime as they used to.

Apparently the lure of situation comedy and western repeats for them isn't what it used to be.

Note how in this Nielsen audience composition profile for January 1960 the moppets constitute much less than a quarter of the viewers when the programing isn't geared directly for them:

MONDAY- FRIDAY	HOMES USING TELEVISION	VIEWERS PER HOME	MEN %	women %	TEENS	CHILDREN %
10-11 a.m.	16.9%	1.4	13	52	5	30
11-12 noon	23.1%	1.5	15	57	4	24
12·1 p.m.	27.1%	1.5	17	59	3	21
1-2 p.m.	24.6%	1.5	18	59	4	19
2-3 p.m.	23.4%	1.5	19	61	5	15
3-4 p.m.	23.4%	1.5	16	58	7	19
4-5 p.m.	28.4%	1.7	16	47	11	26

Don't think that Leonard Goldenson is through whitling down the programing spectrum between ABC TV and the other networks or laying low the jibes of his network's critics.

Ponder what's happened within the space of a couple months: ABC's become not only a potent commercial contender in the sports field but it's hauled in somewhat of a prestige account to sponsor a host of ABC news-in-depth and documentary programs.

As to Goldenson's next move, the trade speculation is that it will be in the direction of a row of expensive live dramatic hours, spotted in prime pre-empted time and challenging the quality of Playhouse 90 and DuPont's Show of the Month.

Noted an official of a competitive network in appraising the recent coups and moves by Goldenson: "His nighttime is better than 85% sold out for the final quarter and with this money in the bank he can afford to write off an appreciable portion of the cost in other than regular programing areas. Fortunately for him, he operates with a very sympathetic board of directors."

P.S.: The trade wouldn't be surprised if Goldenson made a stab to bring Jack Paar into the fold, not only for the billings involved but to give ABC a stronger hook in going after affiliates.

NBC TV is reported conjuring with something novel in nighttime sales plan: putting together a package costing \$100,000 and which would deliver about 80 rating points a week.

The plan would involve spot carriers, but the total points would not be guaranteed. Cost per commercial minute under such a plan would run \$20-22,000.

Slice it any way you will, the tv networks as a whole this fall will have about as many regularly scheduled shows that lean on some form of rough force in action as they had last season.

A comparison of this genre by total, with the 1960-61 schedules as they now stand as one of the bases:

NETWORK	1959-60	1960-61
ABC TV	19	18
CBS TV	12	8
NBC TV	13	17
Total	44	43

Check out Schlitz (JWT) as one of the accounts that's bought a quarter of the American Football League games on ABC TV.

The brewing company wanted out when it learned that the network would not rotate the commercials over the period of the contract.

Reason ABC gave for the fixed position: changes in feed pattern would bolix up regional and local sales because of the possibility of product conflict.

Let CBS TV and NBC TV sell their daytime in terms of quarter-hours: at ABC TV the emphasis, it seems, is being put on the number of home impressions obtainable for so much money.

Take for an example, a pre-Christmas plan ABC TV is offering. The core of the plan: an advertiser who commits himself for \$66,000 can spot his commercials over any period he elects and what he can expect is a total of at least 60 million home impressions.

The main target of this pre-Christmas hunt are advertisers who customarily use magazines for their holiday promotion.

ABC figures that the \$66,000 expenditure is equivalent to two four-color pages, but the end result would be six times the audience.

Look for midwest agencies to start doing their spot to buying for the fall as soon after the Fourth as possible to get an edge on the spot powerhouses in New York.

They did this last year and in the process picked up a lot of choice spots that became loose as the spring accounts exited.

One important reason why midwest agencies deem it a "must" to act early: New York agencies (practically a handful) control 80% of the choice prime time in the top markets and the way to crack this near monopoly is to flash a batch of orders to stations before the network-loaded New Yorkers get around to getting spot decisions from clients.

ABC TV is setting the pace in new daytime sales: it got over \$1 million worth of it this week, with most of the accounts newcomers to that network's fold.

The catch: S. C. Johnson (NLB), 64 quarters over 12 weeks, starting 9 September; Knapt-Monarch (Block), seven quarters over 12 weeks; Lady Esther (Cohen & Aleshire), 25 quarters over 25 weeks, starting 27 June; Vick's Clearsil (L&N) Bandstand, 2 minutes weekly, 52 weeks.

Just to bring you up to date on the Nielsen-CBS TV alliance for the fall: the two are still having conversations about the new contract.

It seems that CBS would go on using the Nielsen services if there were less dispensation toward ABC TV on price and both networks were charged alike.

Nielsen's position: the rates are based on fixed charges plus a difference in the rates of the various networks, and, after all CBS gets more money than ABC.

Ogilvy, Benson & Mathers is trying to find out whether there's any such thing anymore as viewer loyalty in daytime network tv.

It's part of an in-depth study covering the casualty rate of various types of programs and analyzing the most effective ways of corporate scheduling.

Drug manufacturers will tell you that tv advertising has become their single largest expenditure.

They can, for instance, turn out the contents of a bottle of hair tonic for 10¢ but they spend from 15¢ up on tv alone to sell that bottle.

Media plans and copy strategy for Pillsbury's cake-mix (Burnett) may be radically changed for the fall as the result of a study made by the agency.

The project: motivational research on the type of cake-mix commercial that the promising purchaser reacts to best.

Some may call it mere semantics but tv reps have a pretty solid counter argument when their stations want to know what's happened to their national business.

The answer: they're getting more national business every year, but the channel through which it comes keeps shifting in both total and ratio.

What used to come through national spot now in a large degree filters into the station via local buying with national money, network spot carriers and the sharpened advantages accruing from the ways that daytime network is now being sold.

In other words, regardless of the source through which it now comes to the station, it's still money expended by national advertisers.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 44; News and Idea Wrap-Up, page 72; Washington Week, page 55; sponsor Hears, page 58; Tv and Radio Newsmakers, page 78; and Film-Scope, page 56.



And for dessert she eats up ARB and NIELSEN!

...in the Land of Milk and Honey
Out here Miss TillieVision enjoys everything in sight:

- 1. Channel 2 for those extra counties.
- 2. CBS for the best in Public Service.
- 3. 400,000 TV homes for greener pastures.

In the Land of Milk and Koney!

WYBAY-TY

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager . Represented by THE KATZ AGENCY





same story!

A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.

Example: WCBS-TV's coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station's prime-time showing, more than the next three stations combined! (Nielsen)

Another example: "Sea Hunt," one of New York's top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, "Sea Hunt" lost three-quarters of its audience! The inevitable result: "Sea Hunt" is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York's largest audiences by far are tuned to...

WCBSOTV

CBS Owned · Channel 2, New York · Represented by CBS Television Spot Sales

MEMO:

TO A PROGRESSIVE STATION REP

meet the challenge of

- on petition by

- on petition by

- on petition by

- on the the servence.

- on petition by

- on the the servence.

- on petition by

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- on the ord.

CV-5

The Normal Program Director of an ager modern radio of progressive natural of a progressive natural cp. as Programming Construct Director of Creasists.

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If the distribution preader to the preader and im-

Write in confidence to:

Box 323

SPONSOR

40 E. 49th Street New York



Raymond F. Henze, Jr., president, John E. Pearson Co., feels that "all stations should adopt a firm rate policy. The ideal solution is a single rate for all advertisers, whether national, regional, or local. Where two cards are necessary, their applications should be well-defined. Local rates, (perhaps better termed 'retail rates')

should apply to local retail establishments, and general rates would then apply to all other advertisers. We can't be critical of advertisers of agencies who send men into the field in an attempt to get 'bargain' rates. It is, however, unfortunate that these attempts have all too often met with success. But advertisers who deal with stations which break a rate card can never know with certainty whether or not they have



the best rate available." Henze lays charge for the final responsibility with the station, "Every 4A agency contract order says, "Station represents that time rate named in this contract is lowest rate made by station for like broadcasts at the time this contract is entered into." If all stations adhere to these terms there'll be no problem."

Robert Tiedje of the George P. Hollingbery Co., New York, finds that the criteria for station selection in many instances have become "too allegedly scientific." As he puts it, "Unless a schedule can meet certain formulas, or minimums, or maximums—take your choice), quite often a station that can and does do a job for its advertisers



is denied the order." Tiedje points up the trend with queries for agency media people: "1) If station 'A' has 90% of the local business (has had for years), and station 'B' has a few more homes' credited, how many would buy the latter? and 2) If station 'C' has no published merchandising plan based on dollars spent, but just guarantees full cooperation with advertisers local sales force, and station 'D' promised this and that

and then some, wouldn't many select 'D'?" Adds Tiedje, "The station representative must be an expert regarding his station and market. He is only a clerk if he must limit his time and approach to so-called foolproof formulas and systems to assure advertisers their dollars are better spent on such stations as 'B' and 'D.'"

KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's only 50,000-watt station. It's Kansas City's only radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.

> Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron

KCMO~Radio

The Tall Tower at Broadcasting House Kansas City, Missouri

E. K. HARTENBOWER, Vice-President and General Manager R. W. Evans, Station Manager

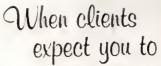
SYRACUSE **PHOENIX OMAHA** TULSA

WHEN **KPHO** WOW KRMG

WHEN-TV KPHO-TV WOW-TV

The Katz Agency The Katz Agency John Blair & Co. — Blair-TV John Blair & Co.

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.





in SAN ANTONIO its



ABC Television in San Antonio... the Greatest Unduplicated Live Coverage in South Texas!

Represented by THE KATZ AGENCY



49th and Madison

Cammercials festival

You certainly deserve the congratulations and thanks of the entire industry for the superb job you did in organizing the American Tv Commercials Festival.

I was pleased to see such a large attendance at the Awards' luncheon on Friday. You may be interested to know that you had a guest from as far a distance as London — Mr. C. Pearl of Pearl & Dean, one of the world's largest producers and distributors of film to motion picture theaters in many foreign countries.

Mr. Pearl is visiting our New York office and was pleased for the opportunity of screening U. S. commercials.

Best Wishes for another great festival next year!

> Maxine Cooper resident v.p. Alexander Film Co. Colorado Springs

Radia first!

My SPONSOR arrived yesterday morning and as usual, I went to work on our "bible" and started to read it from cover to cover. Mr. Joe Csida, a "must" for me, had a disturbing article titled: "Tv Had it All Over Print on the Summit Story!"

Oh, I'll go along with that idea... but radio had it all over every other media for reporting! Mr. Csida speaks about waiting at Idlewild and noticing three different men dashing through customs with films from the Summit. If Mr. Csida had turned on his radio, he would have heard the story, long before he even started for Idlewild. Radio had it "live," direct from the Summit, and while we couldn't actually see Mr. K tossing his arms about and the different characters surrounding the Russian, still

radio had the meat of the whole stor
—as it was happening!

I didn't check the other network but NBC was on the spot and it wa in world events, such as the Summi reporting, that radio and NBC reall shone! So, please, please tell McSida to give radio credit where credit is due! Not once in his story, dishe mention radio and the magnificen part it played in presenting the report.

Radio had it first—as always!

Ted Holmes general manage KGEE Bakersfield, Cal

Debatable!

Can you clarify this paragraph from the 14 May "ARB Coverage Study" story for your readers?

"ARB had been negotiating with the Advertising Research Foundation to publish the set count figures under the latter's aegis. However, negotiations have been broken off over some technical matters. It is understood that one of the questions at issue was the set count reversals compared with the 1958 ARF-Nielsen figures which showed up. ARB felt that to ignore the set count dips it found would be to condone inaccurate figures."

The question is not set count reversals. The only real question is how good is the technique used to produce the new set count. Al Lehman or Charles Ramond at the ARF can provide the facts you'll need to set the record straight.

Erwin Ephron
A. C. Nielsen Company

 Alcuin W. Lehman. managing director of the ARF, denies ARB's claim that there had been any "negotiations." For further details so-"ARB Set Count Shows Reversals from Nielsen," p. 38. ... packed with a remarkable supply of vital uformation ..."

-RICHARD C. PROCTOR
Prasident
Richard Proctor Advartising

"...will save me a lot of time looking around for broadcast data."

> —JOHN ORTENGREN Director of Marketing Tassab Advartising

... I was really ager to get the d of information at it contains."

-W. VAN SANTEN
Marketing Research
Ganaral Mills

"... as far as usereaction is concerned
(it) will be the most
popular reference
and study book
in the office."

—H. S. HAMLIN Adoiph Coors Co.

... arrived this rning. By closing ne it had worked three hours for this agency."

—GEORGE L. ACKORS
Ackors Advertising Agency

"...a most useful tool.
Here under one cover
a broadcast media
buyer can become an
expert in all phases
of broadcast media."

—ROBERT F. BRUNO Media Department Reach, McClinton & Co., Inc.

... the UNIVAC for the mall agencies."

-WILLIAM G. MORS
Durk Advartising, Inc.

"... on my desk at ALL TIMES!"

> —NORMAN C. WIDENHOFER Radio/TV Head Willis S. Martin Company

.. I hate to let it out of my office for fear of not getting it back."

—KAY SHELTON
Time Buyer
Compton Advertising

"...a 'basic' reference book."

-WARREN C. FITZSIMMONS Media Research McCann-Erickson, Inc.



GREYHOUND IS THE

PACESETTER



wsai

IS CINCINNATI'S

PACESETTER

RADIO STATION

Time buyers are making 1960 a Pace-setter year for WSAI sales. National spot billing has shown sizeable increases every month this year. And May is up 26% over the same period last year. Continued sales results for our sponsors is the only reason for continued sales increases for WSAI. In Programming . . in Popularity . . in Productivity . . WSAI is Cincinnati's Pacesetter Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa

KEY ACTIVE SUMMER RADIO CLIENTS

Below are 10 national advertising accounts active in 1960 summer radio. Some are new to it, others are veterans. But each has a stake in summer business and is using radio to get it

GENERAL MOTORS ACCEPTANCE CORP., Auto financing

UNION CARBIDE & CARBONS, Insect repellents

TEA COUNCIL OF AMERICA, Iced tea

SATURDAY EVENING POST, Summer reading

DIAMOND NATIONAL, Briquets for cook-outs

THE NESTLE CO., Nescafe iced coffee

DU PONT, Automobile tires and synthetics

AMERICAN TOBACCO, Lucky Strike cigarettes

FONDA PAPER PLATES, Picnic paper supplies

NEHI CORP., Soft drinks and beverages

SUMMER RADIO: A BOOM AT THE LOCAL LEVEL

- Station men say radio business is good now, but not all the reps, unfortunately, are aware of this fact
- Trouble is, quite a bit of this 'local' business is in reality national advertising buying at local rate

At the listening level, radio continues bigger this summer; about 10 million units for out-of-home listening have been added since last summer. But at the national advertising level, consensus is that 1960 summer radio has not forged ahead at the same rate growth.

Behind this paradoxical situation:

Trouble is not with summer radio audiences or with advertisers' regard for it—but with the changing profile of radio buying.

Stations are doing very well this summer. But the boom, for the most part, is local. Reps, with only a few exceptions, have not felt it. And radio networks, in general, have not noticed a landslide of summer business either.

Yet a lot of national brands are getting a good airing in markets across the country. The reason much of this business is not showing up in national records is obvious:

A lot of the local business is, in actuality, national business bought at local rates. It is the kind of hocuspocus that has disturbed such agencies as N. W. Ayer and McCann-Erickson (see, "Reps: Caught in The Dual Rates Wringer," SPONSOR 13 June).

The manager of a leading radio station in a top market told sponsor, "We're having a great summer. But

BBDO ON HOT WEATHER RADIO

William Hoffman, radio director for BBDO, this season reminded clients of that major agency of the importance of summer radio From his recommendations, SPONSOR has digested briefly below five of his main points on the medium

ALTHOUGH it is difficult to measure (because of its mobile nature) it's pretty well established that summer radio can be radio at peak strength; 40 million auto radios can't be ignored.

2 SUMMER month sales potential for advertisers is no worse (and is often better) than sales potential for other quarters. 40% of annual beer business is in summer; 26% of car sales

OVER 9 million out-of-home type radio receivers were added last year; nearly 6 million were in autos; 3 million were portables. Increase over 1958; auto, 50% portables, 18.4%.

WHAT makes auto radio in summer especially efficient (not to mention again the big plus) is the fact in the summertime, about 37% more time is spent in cars than in winter.

SUMMING UP: economy, impact, frequency of message are all advantages of summer radio. Summer radio fits the public's mode of summer living, delivers the "last word" to shoppers.

only about 15% of our business is national."

Still another incongruous angle to the current state of summer radio business is the fact that in certain product categories radio stations are close to overloaded. Cigarettes, beer and beverages, gas and oil, and automotives are virtually jamming the air waves. Any more requests for avails in these categories bring only fingernail biting. What the stations are looking for now—as might happen in a general store where a dozen brands of one item crowd one shelf while the rest are bare—is diversification of advertisers.

So it is a case of "business is good" and a case of "business could be better." An honest, unvarnished statement on the whole picture of summer radio a la 1960 is the following to SPONSOR by Lawrence "Larry" Webb, managing director of Station

Representatives Association:

"While some factors," said Webb, "have recently affected national spot radio adversely, generally the outlook for summertime 1960 billings is good.

"No significant gains over the previous year are indicated on the charts to date in advance billings, but a number of campaigns presently getting under way, and running through the balance of the year, are not reflected in such figures.

"Changes in programing formats of a number of stations throughout the country," Webb continued, "which took place at the beginning of the year or later, are only now catching on, and billing figures for national spot are on the increase.

"Double rate card systems coupled with 'wheel-and-deal' artists who operate in the industry tend to discourage some advertisers from increasing their spending in the medium, but when the facts are properly pre sented—which reflect the true value of radio as an advertising medium—such advertisers and their agencies start thinking of the medium in terms of year round advertising. Member firms of SRA continue to expand their efforts in research and promotion for the medium, and the year 1960 will prove to be another outstanding year for national spot."

On the subject of promotions by station representative firms and of programing ingenuity by stations there is much to be said. New summer radio presentations have been developed by a number of rep firms (among these: The Katz Agency's "Radio—Your Best Summer Buy"; Edward Petry & Co.'s "Use Spot Radio"; PGW's "Summer's Sunniest Spot-Radio 1960," and H-R Representatives' "Radio Month 1960"). What is also significant is that, on the buyers' side of the fence, Bill Hoffman, BBDO's radio director, has reminded that agency's clients of the growing opportunities and impact of summer radio (see box).

All of these presentations are based on hard fact, and here are some of the facts set down:

From PGW's reminder: "Last summer, over 30% additional radio audience was added by the out-of-home factor. . . . "The summer quarter of the year (June, July and August) yields at least one full quarter of the whole year's sales potential (total year 1959 retail sales in U.S., \$215.4 billion; June-July-August 1959 retail sales, \$55 billion; percent of summer quarter, 25.6%.... An August 1959 Sindlinger & Co. report stated that during the week ending 9 July 79.4 million Americans (over 12 years of age) listened to radio against 78.6 million who viewed tv. Auto radios accounted for 30% of this daily listenership, 12.5% of the audience was attributed to portable radios. . . . Half the people in the U.S. go on vacation other times than in summer, and very few are away all summer. In fact, the National Industrial Conference Board says that 80% of all Americans 'get away from it all' for less than three weeks out of the year. . . . According to The Pulse, among groups of more than four people at beaches, parks

and picnic grounds, it is revealed that 10.8% have portable radios along and that 75.3% of these radios were in use at the time of the Pulse survey.... As for America's fast-growing sport of boating, Fact Finders resports that 70% have standard radios aboard, and that of the 37 million American boaters, 52% listen to radio afloat from six to 10 hours weekty."

From H-R Reps: "Radio Month 1960" is a sort of "how-to-" book for radio stations in the area of building summer business. In this book are suggested stationbreak announcements pointing up the "good old summertime"-"It's a great day for being outside — with your radio"; "Going to the beach today? Take your radio along"; "You can take it with you . . . your radio, that is." Also included are more detailed summer radio pitches designed for announcements ranging from 20 seconds to a full minute, complete with such musical themes as "The Picnic Song."

From the Petry summer radio report: "People are harder to get to in summer—they go outside more, move around more, have more things to do, are away from home more. There's one thing they do more of—listening to radio . . . based on record-shattering radio set sales during 1959, summer 1960 should see more people spending more time with more radios in more different places than at any other time in media history."

From Westinghouse Broadcasting's "Radio Everywhere": "The number of car radios in the U. S. far exceeds the total circulation of all daily morning newspapers. . . . In 1946 there were 20 car radios per 100 families; today it's about 80 . . . car owners spend more than \$350 million a year for new car radios. . . . There are more radios in the U. S. now than there were people just 20 years ago."

From The Katz Agency: "Radio's out-of-home audience gains are not made at the expense of in-home listening. In fact, radio's in-home audience is virtually the same winter and summer... but summer radio adds a bonus of out-of-home listeners that amounts to about 30% plus... Network tv loses viewers in summer. According to A. C. Nielsen, tv programs using summer repeats deliver 36% fewer homes in summer than in winter; those using summer replacements deliver 41% fewer homes, while those which present new

material all year long wind up with about 26% fewer homes in summer. . . . Of four major media (radio, tv, newspapers and magazines), Radio Advertising Bureau reported radio is the one medium which, in summer, goes up in the number of hours spent with media weekly."

Stations also are wooing the advertising accounts by the addition of special programing slanted to the summer audience. KELP, El Paso, interrupts its afternoon programing every 20 minutes with a ringing bell and the voice of the announcer reminding listeners at the beach to "roll over and tan the other side." WGN, Chicago, plans a program titled Signal 10 that offers tape playbacks of conversations between highway patrolmen and traffic violators.

WFBR, Baltimore, has a show, Weekend on WFBR, target of which are the vacationers and boaters along Chesapeake Bay. WFIL, Philadelphia. runs a regular fishing contest with prize of \$500 or its equivalent in camera equipment or round trips to Miami to listeners who catch the largest fish.

Picnic Party Patrol, originated by WSB, Atlanta, is an interview pro-(Please turn to page 50)

THESE PRODUCT CATEGORIES ARE RADIO-ACTIVE NOW

GASOLINE AND OILS: Purveyors of fuel and lubrication to the summertime motoring public are heavy investors in warm-weather radio, their strategy: catching listeners to 40.5 million car radios.

BEERS, BEVERAGES: Brewers and soft drink manufacturers, tea and coffee firms are in the forefront of summer radio advertising. Trouble is that most breweries and bottlers buy at local rates.

AUTOMOTIVES: Like the gasoline advertisers, auto dealer associations and manufacturers of auto supplies are after radio's big "enroute" audience. Tires, polishes, accessories like traffic and news shows.

CIGARETTES: Tobaccos are strong on radio stations this summer. Perhaps it's their stress on smoking enjoyment and pleasure that bids them go for the out-of-home crowd that is relaxing in the sun.

SPECIALTIES: Considerable summer radio business comes from products that are strictly seasonal. A few of these are: sun tan lotions, charcoal briquets, motels, picnic and camp supplies, bug sprays.

SHOOTING COMMERCIALS THE HARD WAY



ore than normal obstacles beset the shooting crew assigned to get film for tv commercials at New York's new Freedomland amusement park. Tv, integral part in an intensive multi-media campaign, was keyed to park commercials preceding the 19 June opening date, even though the park itself wasn't completed.

Commercial strategy: Ellington & Co., New York ad agency staffers and park workers, both construction and office personnel, pitched in to give a finished tv effect despite the rough onlocation scenes.

The park is an East Coast Disneyland centered in the Bronx, New York borough. It was heralded throughout the entire metro area in a four-week preliminary ad campaign including tv (40 announcements weekly on four stations, kid shows on three), radio (200 commercials weekly on seven stations), newspaper, posters, and trade advertising.

Follow-up includes area advertising.

of U. S. Production as well as plotted plants for final tv film scene below. Two announcements—a 60 and a 20—were shot so that components can be shuffled and re-matched for what appear to be different tv versions

FINISHED scene in San Francisco's Chinatown is film focus even though adjacent area (above) is completely unfinished. Glenn Botkin, tv producer at Ellington agency, set up location shots for three days of shooting. Park covers 205 acres in shape of the entire United States





CONSTRUCTION of old-time Chicago street scene was rushed so cameras could pick up action for tv. Park and commercials were themed to stages of Americana, ranging from San Francisco and wild West to New Orleans, Chicago, Cape Canaveral, and Satellite City



COMPLETION shows signs of times, featured in Freedomland exhibits, as in Chicago set. Excitement keys commercial as well as Park itself, says Tom Ellington, agency a.e. He cites such features as Indian raids, San Francisco earthquake, Mardi Gras, Civil War battle



BEGINNING action, producers line up animals and people for rough-and-ready Pony Express ride. Stockade enclosure, vintage 1860, has a gun shop, harness shop, general store, and Pony Express station, all dramatized by a real rider sprinting to a horse and wheeling off



ENDING finds express ride taking off in a cloud of dust for the tv commercials, dashing from one section of the park to another to deliver mail. All tv extras in series are employees of the park, acting informally and spontaneously between their regular work sessions



BARREN GROUND marked this readying of amateur talent for the "scenic drive" through New England in antique cars (in one case, a 1909 Cadillac). Curiosity seekers and Freedomland workers joined in as motoring tourists in finished versions of tv commercials



LANDSCAPING was added hurriedly for the tv film, with older drivers who had owned the real thing and new ones unfamiliar with the automotive antiques wheeling along the new road. Park sets cover "more space than six Hollywood studios," represent 200 years

ARB'S NEW SET COUNT SHOWS

He has beels of Nielsen figures, the American Res this week issued its county-by-

to some was not only treated to the nnet me of two set counts within a week's not uncon mon spectacle of two sets of

It pressume release of ARB's figures did not perform my detailed comparison between the two seconds. However, ARB has already found there are at least 800 countres which show set count "revocads"—that is, lower figures than Nielsen, which

has, thus far, been the standard in the industry. The reversals actually apply to the 1958 ARF-Nielsen set count. A comparison between the ARB data and the 1960 Nielsen count would undoubtedly show a greater number since the latest Nielsen count is an updating via growth curves of the ARF-Nielsen material. (The actual details can be gotten through county-by-county comparisons in the listing below showing both ARB and Nielsen percent penetration levels.)

The ARB data are the fruit of the research firm's county-by-county "sweeps" in November 1959 and

COMPARISON OF TV SET COUNTS AS RELEASED BY THE

TATE 5 STY	MO'SEVOLDS		ARB	STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARB	STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARE
ALABAMA				PERRY	2,1 40	64	53	CRITTENDEN	con	77	
	838,600	76	71	FIGURES	P	5.1	F 3	CROSS	4.**	69	€
. = 1 01	3.1	77	7	TIKE	7	6.	6 1	DALLAS	1.	66	6
	7		61	LANDOLPH	T .	6	, -	DESHA	79	* .	7
		Ç=		R' SSEUL	7	73	7	I-BEW	5.1	F 2	**
			g.	SAINT CLAIR		-	-	FAULKNER	- ,	£ 4	T
1				SHELBY	* ±1	>	1.00	FRANKLIN	- 2	5.1	
				> TER		3 "	7.4	FULTON		P ()	E.
				TALLADE A		8		GARLAND	1.1 "	7 -	
				TALLAPOOS	a **			GRANT	2	€	7
			7	To.20110087		5 1	_	GREENE		63	7
		7	-	W + 1. Iv 1 R		10.70	1	HEMUSTEAD		()	€
			C:	BAST INCLON		F -3	-7	HOT SPRING	**	€ 1	+
			7	WILCOX		51		HOWARD	-	73	f
			,	WINSTON				INDEPENDENCE	- 1	ř.	4
			€.					IZARD	2.17	53	
		7	F					JACKSON	7.4	524	7
				ARIZONA				JEITERSON	2.5	T3	-
					357,200	83	81	JOHNSON		6	r
			1	APACHE	0,30	16	4 **	LAFAYETTE	2.7		2
				COUNTSE	15.		-	LAWRENCE	429	€ 4	5
				COCONINO	14	_	7	LEE		f +	6
				CILA	~		7:	FINCOFY.	~	€	E
		8		GRAHAM		*		LITTLE RIVER	- *	7	7
			- 9	GRENILE				LOGAN	n 2	20	7
			100	MARICOPA			%	LONOKE		*1	- 7
			~	MOHAVE				MADISON	- 7	59	r
				X 47 430				MARION	1		r
				PIMA				MILLER	(*	h.	7
			de	PINAL				MISSISSIPPI	17 -	**	7
			64	SANT LR' A				MONROE	4	(-	P
			-	YAVAPAL			-	MONIGOMERY	1		
				YT MA		7	27	NEVADA	**		€
								NEWTON	X		
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				ARKANSAS				PLRRY	1	2.1	E
					182 100F	71	72	PHHLIPS	11		+
				RKANSAS	*	- t	0.7	PIKE	-0		6
				8 4 35 5			-	POINSETT	£		- 1
				ATT 6				P01 K			t
				414	17			POPE			
							•	PRAIRIE	2 *	Ta	
				4 6 7 2				PULASKE	75	S	8
				11. 11. 1 N				RANDOLPH			
				.1601				ST FRANCIS	1.7		F
				1 4 / T				SALINE	1 '	7	7
				1111.11			**	PC()()LTr		59	€
							77	SEARCY		E.	€
				1 1 1 1			7	SEBASTIAN	14 .	> 4	8
				1 - 1				SEVIER	1591	0	- 5
							5 <u> </u>	SHARP	1,500	53	6
				1111			- 7	STONE		5.2	6
				\$ 170 m			-	UNION	1'	7.3	71
				\$ 184.			£ %	VAN BUREN	1 0	66	C s

'REVERSALS' FROM NIELSEN

March 1960, averaged as of January 1960. These sweeps are also the source of the upcoming ARB national tv coverage study and the semi-annual rundowns of all viewing in the U. S.

Like Nielsen, the ARB penetration levels are applied against Sales Management total household figures for January 1960. The ARB sweeps are based on samplings of telephone homes but in the set count estimates, adjustments have been made for non-telephone homes.

Arrival of the ARB data with its reversals promises some painful decisions by agencies and

offers the prospect of a storm of protests by stations. Also to be expected are intense debates by research technicians as to which set of set count figures is more reliable.

ARB had been seeking to publish its set count under ARF aegis. An ARB spokesman said last week the research firm had broken off discussions with ARF. According to ARB, the reason no agreement was reached was (1) the ARF would not accept reversals of the ARF-Nielsen data and (2) ARF was opposed to ARB's showing a table for

(Please turn to page 60)

AMERICAN RESEARCH BUREAU AND A. C. NIELSEN CO.

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSI	EHOLDS ARB
WASHINGTON	14,900	68	63
WHITE	10,500	69	68
WOODRUFF	3,500	69	82
YELL	3,100	59	80
CALIFORNIA			
	,901,3 00	90	92
ALAMEDA	293,600	90	91
ALPINE	100	66	68
AMADOR BUTTE	2,900 25,300	71 81	85 84
CALAVERAS	3,000	71	80
COLUSA	3,200	71	85
CONTRA COSTA	114,400	91	99
DEL NORTE	7,300	61	81
ELDORADO	7,600	71	78
FRESNO	107,100	87	93
GLENN	4,000	71	89
HUMBOLDT	31,000	84	85
IMPERIAL	18,800	74	77
1NYO KERN	4,300 82,500	55 88	69 95
KINGS			
LAKE	13,600 4,000	89 71	81 71
LASSEN	4,300	57	68
LOS ANGELES	1,988,600	92	95
MADERA	11,600	88	81
MARIN	43.100	89	92
MAR1POSA	1,400	71	80
MENDOCINO	14,500	66	74
MERCED	26,300	83	85
MODOC	2,300	57	70
MONO MONTEREY	800	70 87	78 82
NAPA	55,400 18,500	72	82 84
NEVADA	5,800	68	66
ORANGE	231,400	92	94
PLACER	15,600	83	82
PLUMAS	3,000	71	77
RIVERSIDE	91,500	85	91
SACRAMENTO	146,600	89	95
SAN BENTTO	4,500	77	85
SAN BERNARDING		89	90
SAN DIEGO	290, 200	91	95 88
SAN FRANCISCO SAN JOAQUIN	275,000 74,000	91 89	53
SAN LUIS OBISPO	24,100	77	84
SAN MATEO	130, 200	92	98
SANTA BARBARA	47,400	86	85
SANTA CLARA	188,600	90	94
SANTA CRUZ	27,600	87	87
SHASTA	16,500	69	84
SIERRA	600	67	74

	TOTAL	70 TV HOUSE	
STATE & COUNTY	HOUSEHOLDS	NIELSEN	AR
SISKIYOU	9,600	64	- 1
SOLANO	36,700	89	
SONOMA	48,400	86	- 1
STANISLAUS	45,300	84	
SUTTER	9,400	72	
TEHAMA	7.500	75	
TRINITY	2,900	75	(
TULARE	44.100	88	- 1
TUOLUMNE	4,700	71	1
VENTURA	53,000	91	8
YOLO	17,400	75	
YUBA	7,900	69	1
COLORADO			
	514,600	83	8
ADAMS	23,400	94	7
ALAMOSA		47	7
ARAPAHOE	2,400 31,500	89	
ARCHULETA	800	52	7
BACA	1,700	51	
BENT	2,200	51	
BOULDER	19.500	20	
CHAFFEE	2,500	63	7
CHEYENNE	800	50	
CLEAR CREEK	1,000	69	7
CONEJOS	2,000	47	
COSTILLA	1.000	54	ė
CROWLEY	1,000	70	8
CUSTER	300	66	5
DELTA	4,800	61	ě
DENVER	170,600	92	9
DOLORES	600	55	€
DOUGLAS	1,200	66	8
EAGLE	1.000	60	4
ELBERT	900	65	7
EL PASO	35,800	81	8
FREMONT	5,000	66	7
GARFIELD	4,000	45	5
G1LPIN	300	70	7
GRAND	1,300	59	5
GUNNISON	1,700	47	6
HINSDALE	200	50	7
HUERFANO	2,400	53	6
JACKSON	700	59	6
JEFFERSON	34,200	92	7
KIOWA	700	51	5
KIT CARSON	2,400	50	5
LAKE	2,300	63	6
LA PLATA	5,000	54	7
LARIMER	16,000	87	8
LAS ANIMAS	7,000	54	6
LINCOLN	1,400	65	6
LOGAN	5,300	75	8

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSE	HOLDS
MESA	16,400	74	80
MINERAL	200	50	48
MOFFAT	1,800	47	58
MONTEZUMA	4,200	54	68
MONTROSE	5,100	59	20
MORGAN	6,000	77	92
OTERO	7,800	70	78
OURAY	700	59	61
PARK	400	62	(9
PHILLIPS	1,200	51	77
PITKIN	1,300	48	73
PROWERS	4,100	51	56
PUEBLO	32,400	84	87
RIO BLANCO	1,300	45	51
RIO GRANDE	3,000	48	53
ROUTT	2,100	47	40
SAGUACHE	1,000	4.9	71
SAN JUAN	300	56	76
SAN MIGUEL	800	60	72
SEDGW1CK	1,400	52	85
SUMMIT	500	59	71
TELLER	700	€3	74
WASHINGTON WELD	2,200	72	72
YUMA	21,600 3,200	91 51	84 68
CONNECTIC			
	707,700	93	95
FAIRFIELD	185,500	93	97
HARTFORD	191,900	93	94
LITCHFIELD	33,400	93	91
MIDDLESEX	23,200	93	90
NEW HAVEN	184,900	93	96
NEW LONDON	52,200	92	96
POLLAND	16,200	92	86
WINDHAM	20,400	92	90
DELAWARE	100 000	0.0	0.0
	126,900	92	93
KENT	17,800	91	92
NEW CASTLE	87,600	93	96
SUSSEX	21,500	91	82
DISTRICT OF	COLUMBIA	1	
	213,500	92	87
FLORIDA			
	1,448,500	81	86
ALACHUA	19,700	69	72
(Pleas	e turn to pa	ge 60)	•

AFA guide on air copy and the law



TRUTH IN ADVERTISING advocates are John Cunningham (I), Cunningham & Walsh, N. Y., and Earl W. Kintner chairman of Federal Trade Commission, key speakers at AFA convention

✓ Advertising Federation of America compiles first 'Truth Book' aimed at local self-regulation on copy

Ten legal directives for tv and radio commercials are spelled out specifically in line with FTC rulings

onths of "intense self-examination" by all of advertising led a fortunation of the ustry's first "Advertising Truth" k." a legal-documented tool deserted to detail for advertisers, agenes, and media a "clear course of action"

These are the words of John P.

Cunningham, chairman of Cunningham & Walsh agency. New York, and vice chairman of the board of directors of the Advertising Federation of America. AFA, in 56th annual convention in New York on 6 June, approved the 56-page booklet which delineates—in cooperation with the Federal Trade Commission and other

governmental regulatory bodies—the advertising practices which can bring on legal action.

Publication of the booklet follows, says Mr. Cunningham. "a blurred montage of rigged quizzes, Van Dorens, payola, plugola and Congressional investigations." The plan, advanced by AFA for its 1,500 member clubs throughout the country, hinges on local level "self-control" and cooperation with the Federal Trade Commission.

The proposal "consists of four inter-locking structures": "1 The establishment of standards of truth and integrity in advertising: 2: the formation of an active Ethics Committee in each advertising club to keep the plan in constant operation; 3: continuous cooperation with the local Better Business Bureau to do the police work: 4 the formation of an Advertising Panel in each club city, representing all advertising interests. to administer the code in cooperation with the BBB and the local advertising club."

The handbook, said Mr. Cunningham, "naturally leans heavily on FTC orders, rulings, stipulations, and guides in an effort to prevent the advertising misdeed before it is committed." The aims and outlines advanced by AFA were concurred with by FTC Chairman Earl W. Kintner, an honored speaker at the convention.

Almost 1.000 advertising agency leaders from all parts of the country heard Mr. Cunningham comment on details of the "Truth Book" at a session which introduced anthropologist Margaret Mead and FTC Chairman Earl Kintner.

Mr. Kintner, long a spokesman and advocate of self-regulation in advertising, implemented his earlier comments and added his sanction of the AFA objectives during the opening-day panel.

He said the manual "fills a real need. There is an abundance of material explaining what constitutes false and misleading advertising, but until now there has been no single summary statement of the basic guidelines prepared to meet the myriad needs of the local advertiser. It is incumbent upon every local advertising club to insure that this manual will be used."

National advertisers, less directly affected by this local attempt at self-regulation, will continue to work with club officers through the Association of National Advertisers and the American Association of Advertising Agencies. But local level advertising is given this added stress because, said Mr. Cunningham, "it accounts for more than half of America's \$12 billion advertising industry."

One of the 15 sections in the "Advertising Truth Book" concerns to and radio advertising, specifically. Following is a complete, verbatim text of that section.

Section 12: Television and radio advertising

Much of the present concern and travail in both advertising and government circles stemmed initially from certain alleged television advertising practices.

We start with the premise that broadcast advertising is, by virtue of its nature, different in certain ways from print advertising. Each has its own virtues and appeals. Our concern here is with the impact of radio and tv advertising on listener and viewer.

It was early recognized by the courts that radio and television is "different." In 1952 a court observed:

素aanoosootoomassaa.

"It should also be remembered that the items here involved are spoken words by radio and tv and the listeners did not have the opportunity to carefully read (them). The nature of these (commercials) is of a kind that is more likely to be impressive to a listener in their general effect than where they are closely and quietly read.

Keeping in mind the nature of the medium, the more transient impact of a broadcast commercial on listener or viewer as well as the general rules concerning advertising deception, there are certain standards against which radio and tv commercials may be judged:

1. Substitute materials may be used provided the result is a true (Please turn to page 51)

STATIONS SAY YES TO STANDARD BILLING FORM

Responses to the proposal of the SPONSOR Standard Spot Practices Committee (see SPONSOR, 21 & 28 May) for a new standardized billing form for radio/tv spot, have been pouring into SPONSOR offices at a gratifying rate.

Listed below are the first 30 stations which have agreed to use the new standard billing form, drawn up by the committee, and endorsed by 65 leading advertising agencies.

Ralph Neuman, treasurer of Benton & Bowles and president of the Advertising Agency Financial Management Group, which urges adoption of the form by all radio/tv stations using manual billing, this week expressed delight at station response to the proposal, and is notifying all agency members of his group of the "Honor Roll" of stations who are accepting the new form.

HERE ARE FIRST 30 TO ADOPT FORM

1. WFAA-AM & TV, Dallas, Texas

- 2. WSM-TV, Nashville, Tennessee
- 3. WIP, Philadelphia, Pennsylvania
- 4. WLAN, Lancaster, Pennsylvania
- 5. WHIT, New Bern, North Carolina
- C WICH TW B. I. I. V.
- 6. WPSD-TV, Paducah, Kentucky
- 7. WIZZ, Streator, Illinois
- 8. KADY, St. Louis, Missouri
- 9. KADI-FM, St. Louis, Missouri
- 10. WAUB, Auburn, New York
- 11. KGUN-TV, Tucson, Arizona
- 12. WDBQ, Dubuque, Iowa
- 13. WJAK, Jackson, Tennessee
- 14. WENY, Elmira, New York
- 15. KTCS, Ft. Smith, Arkansas
- 16. WSWM-FM, East Lansing, Michigan
- 17. KBRK, Brookings, South Dakota
- 18. KMSO-TV, Missoula, Montana
- 19. WJBF-TV, Augusta, Georgia
- 20. WBOF, Norfolk, Virginia
- 20: World Horjout, Fingente
- 21. WSAI, Cincinnati, Ohio
- 22. WSMI, Litchfield-Hillsboro, Illinois
- 23. KXGI, Ft. Madison-Mt. Pleasant, Iowa
- 24. WOMT, Manitowoc, Wisconsin
- 25. KSTT, Davenport, Iowa
- 26. WHLL, Wheeling, West Virginia
- 27. KCMC-TV, Lafayette, Indiana
- 28. KPUG, Bellingham, Washington
- 29. WBML, Macon, Georgia
- 30. WLVL, Louisville, Kentucky

Martitett ·

SPONSOR • 20 JUNE 1960

TELEVISION'S NEW COLOSSUS

- ✓ American Home Products, now third largest investor in tv, matches zooming sales curve with its tv budget
- Says chairman Alvin Brush, "Get the right product, do the proper advertising job, and collect at the counter"

From Television Bureau of Advertising to its member stations, this month, goes a bulletin headed, "American Home Products Becomes Television's Third Largest Client..."

Indeed, in terms of added investments placed in tv, this remarkable specialty colossus ranked No. 1 in 1959—topping even P&G. The latter company, last year, raised its tv ante \$10 million; but American Home Products raised its tv spending \$11 million. In the last three years it spent more in tv than it put into all media during the 15-year period from 1936 through 1950.

What is of especial significance is that the phenomenal rise of American

Home Products sales since 1955 has climbed right along with the rise of its network and spot tv investments. In five years, the company's spending in net tv increased 204%, and spot tv, 442%. During that same period, gross sales rose 79%, and net profits rocketed up 127%.

That tv is the primary medium for this house of many products is apparent in the fact that in 1958, 70.2% of its total ad budget was in television, and last year, the tv investment went on up to 75.9%. In 1959, network and spot tv got about \$38.7 million out of an estimated over-all advertising budget of \$52.2 million (see chart). Here is how other media

fared: magazines, \$6.5 million; newspapers, \$3.9 million; spot radio, \$.6 million; farm publications, \$.5 million; business papers, \$1 million, and outdoor, \$.8 million.

The chart below demonstrates how the increase in television investments year by year since 1955 has preceded the same steady, steep-climbing sales record. Says American Home Products board chairman Alvin Brush, the man behind this tremendously profitable empire, "If you get the right product and do the proper advertising job, you can almost start collecting the money for the job at the other end—the retail counter."

It would be hard to argue with Brush's formula; it keeps proving itself. In the first quarter of this year, his company set a new peak in net sales. They increased to \$128.7 million from the \$111.8 million volume during the first quarter of last year, and earnings rose from \$1.51 per share to \$1.66. The 18 April closing price of American Home Products

AMERICAN HOME PRODUCTS DIV. SALES CLIMB ALON

YEAR	GROSS SALES (in millions)	PACKAGE DRUG SALES (in millions)	HOUSEHOLD PRODUCT SALES (in millions)
1959	\$451.0	\$108.0	\$74.0
1958	402.1	82.0	66.0
1957	372.4	68.0	62.0
1956	317.3	54.0	54.0
1955	252.3	50.0	42.0

Sources. TvB and American Home Products Annual Report 1959,

common stock, according to Data Digests, Inc., was \$166\frac{3}{4}\$ per share, a considerable cut above the low price per share during the past eight years of \$18\frac{1}{8}\$. Last year, gross sales of AHP were \$451 million, an increase of about \$50 million over 1958 product sales.

American Home Products Corp. is a firm name much less familiar with the public than a P&G or General Mills or Colgate. Yet today its wide product line is better represented in the kitchen shelves and medicine chests of U. S. homes than any other manufacturer. Anacin, Dristan, Griffin Shoe Polish, Chef Boy-Ar-Dee foods and Aero Shave are just a few of its better known brands.

Although the list of items is constantly subject to change, it totals about 450 products in household products, foods, packaged drugs, ethical drugs, and articles for export. During the past year, various products in its line were advertised on 32 network tv programs (see box compiled by TvB), and in spot tv, these AHP brands were active: Anacin, Aero-Wax, Aero-Shave, Black Flag, Chef Boy-Ar-Dee foods, Dondril, Dris-

AHP'S NET TV DURING 1959

ABC Daytime Programing(ABC)	L
Bachelor Father(NBC)	Lo
Behind Closed Doors(NBC)	M
Blue Bonnet Bowl Game(CBS)	N
Bronco(ABC)	N
Colt 45(ABC)	P
Concentration(NBC)	P
Doug Edwards with the News(CBS)	Q
Edge of Night(CBS)	S
Hawaiian Eye(ABC)	7
Have Gun Will Travel(CBS)	Sı
It Could Be You(NBC)	Si
John Daly & the News(ABC)	Si
Jubilee U.S.A(ABC)	Tr
Laugh Line(NBC)	Tr
Lawman(ABC)	V
Source: Television Bureau of Advertising	
Position Activition Duteau of Advertising	

Leave It to Beaver	(ABC)
Love of Life	(CBS)
Masquerade Party	
Naked City	
Name That Tune	
Philip Marlowe	
Price is Right	(NBC)
Queen for a Day	
Secret Storm	
77 Sunset Strip	
Split Personality	
Sugarfoot	
Sunday News Special	
Treasure Hunt	
Truth or Consequences	
Verdict Is Yours	
	(600)

tan Tablets and Dristan Nasal Mist, Duplexin, Easy-Off Oven Cleaner, Primatene, Griffin Shoe Polishes, Heet, Resdan, Sani-Flush, and Wizard Deodorizers. Still others in this company's long list of brands: Kolynos Toothpaste, BiSoDol, Neet, Freezone, Preparation H, Burnett's Vanilla Extract, G. Washington's Seasonings. 3-In-One Oil, Rug-Sta, Old English Polishes, Plastic Wood, Griffin Liquid Wax, Wizard Charcoal Lighter, Antrol, Kwik-Lite lighter fluid, and Aero-Mist.

Last year, AHP's Dristan Tablets (Please turn to page 51)

TH HEAVIER INVESTMENTS IN SPOT AND NET TV

FOOD SALES (in millions)	TOTAL AD BUDGET (in millions)	NETWORK TV (in millions)	SPOT TV (in millions)
\$67.0	\$52.2	\$28.1	\$10.7
61.0	39.6	20.5	7.3
55.0	28.5	18.5	3.6
42.0	22.4	15.7	1.9
34.0	16.9	9.2	no estimate

ales of two divisions of AHP not listed: Ethical Drugs and Foreign Operations.



SCENE IS SET for one of Tech Beer's 10-second videotaped spots, with final details getting once-over from (I-r) R. P. Taylor, pres. Tech agency Smith, Taylor & Jenkins; Lee Kurty, commercials star; Alan Trench, WTAE sales mgr.; John de Coux, ad mgr. Pittsburgh Brewing Co.

AMATEURS TOP PROS IN TECH'S TALENT SEARCH

The hardened, highly stylized professional touch is not always the most desirable one. So felt the Pittsburgh Brewing Co. when it sent its agency, Smith, Taylor & Jenkins out hunting for talent to use in a 13-week campaign of videotaped 10-second spots.

Scheduled to begin last February over KDKA-TV, WTAE, and WIIC, the spots for Pittsburgh Brewing's Tech Pilsener Beer were planned to feature "at home" situations, designed to perk up Pittsburgh beer sales during a seasonal slump. Dominating theme of the commercials evolved from the slogan "bright ideas," emphasized the young married couple situation, while recommending the right food with the beer "brewed to the modern American taste."

During the advertiser-agency planning session, it was decided the spots needed new treatment and new talent. Agency Smith, Taylor & Jenkins concluded the first need—new treatment

demanded 1) commercials that were soft sell, and 2) talent whose voices and faces were not familiar. Believability, it was felt, could best be established if the "young married ouple" were completely new to the television audience.

For that new talent the agency's elevision department drew on the Carnegie Tech Drama School, considered one of the best in the country.

Many promising students were auditioned until the right two—Lee Kurty and Lloyd Battista — were selected. While successful stage amateurs, neither had ever worked on tv. According to agency tv director Bill Morrissey, however they were naturals—not only for the medium, but for the perfection demanded by tape as well.

Questioned about the choice of tape over live or filmed commercials, Morrissey explained that tape seemed the best solution for getting ten different spots on multiple stations. Also, tape provided the best technique for the "bright ideas" slogan, since it most closely resembled live, spontaneous action.

As it turned out, the combination of tape and new talent was a winning one. With six spots per week placed adjacent to such programs as The Untouchables, Gunsmoke, and Bachelor Father, the end of the 13-week campaign saw a substantial, almost immediate increase in sales.

A follow-up 13-week campaign to begin in June was promptly planned along the same lines, this time, using "out-of-doors" situations. While the agency auditioned more talent (some professional), the original couple fared best for the Tech spots—proving the "new" often beats out the "tried and true."

SOUNDS

- ✓ Magazine dramatizes each week's top stories with sound effects tailored to subjects
- ✓ Weekly crash program turns out five commercials for net, spot radio exposure

Every Thursday, *Life* and Young & Rubicam are into another crash program. Object: five radio commercials.

Life's radio advertising, though primarily institutional in purpose, is based on the current issue, and therefore deals with essentially a different product every week. It's theme is "The Sounds of Life," i.e. commercials revolve around sound effects which depict major stories in each issue. When it comes to deadlines, Life's editors have nothing on the advertising team.

On Thursday first word of stories scheduled for the upcoming issue (out the following Wednesday) reaches Life's promotion department and Y&R account people. By Monday the agency has developed its slate of five commercials—three 60's, a 30, and a 20. It may be the story line-up has changed enough by weekend presstime to necessitate rapid changes in the commercials on Monday, but before that day is out they are completed.

Immediately the tape is transmitted by telephone from the WOR, New York, studios, where production takes place, to the new Time-Life Bldg., where promotion director Richard E. Coffey and his staff and Y&R account people audition in a specially fitted listening room. Any editing needed is done directly from the sound, with no time lost in transporting scripts or tapes through the New York traffic snarl.

The finished product is delivered to NBC and seven top-market CBS stations on Tuesday, to begin their run next day, when the new *Life* is out. Each series of commercials is aired Wednesday through Friday and

OF 'LIFE' AUDIBLE ON RADIO

the following Monday and Tuesday, then to be replaced by a fresh crop.

The "Sounds of Life" campaign got underway last January as background for the magazine's circulation drive. It started with a 13-week sponsorship of NBC News on the Hour, which package comprised 22 minutes and twenty 30-second announcements per week, on a rotation basis.

So successful was the "Sounds" motif that it has been an the air ever since, with no termination in sight. There were 90 NBC spots in April, including the hourly news and some *Monitor* exposure. Later that month *Life* beefed up its radio schedule with a 26-week buy encompassing the following CBS outlets: WCBS, New York; WBBM, Chicago; KMOX, St. Louis; WCAU, Philadelphia; WEEI, Boston; KCBS, San Francisco; and KNX, Los Angeles.

This lengthy seven-station buy will

provide continuity for Life's radio advertising over the next few months, with NBC participations to be added in conjunction with special promotions. Life averages 53 spots a week, nearly all minutes, over this line-up. Their heaviest concentration is in the traffic hours, to bring in the broadest expanse of audience.

Currently Life is in a 10-week NBC News on the Hour schedule calling for eleven 30-second participations a week. This is primarily to add punch to the magazine's six-week "National Purpose" series which began in the 23 May issue. When this runs its course, Life will suspend NBC activity until late August when it returns for six weeks to tie in with the year's second circulation drive.

Radio serves a five-fold purpose for

• Remind its subscribers of the value of *Life* each week and encourage

them to renew when the time comes.

- Bring newsstand purchasers of the magazine into the subscription list
- Convert "pass-along" readers (they borrow Aunt Nellie's dog-eared copy), to newsstand buyers
- Interest prospective readers in the magazine
- Keep its name before the advertisers and agencies.

"Radio plays a substantial part in Life promotion because it's an important news medium, as is Life, and delivers a broad audience base for our message," points out account supervisor Layng Martine. "It provides the flexibility we need for rapid, weekly copy changes efficiently and economically."

Adds a.e. Mac Walker, "With our ever-changing radio commercials, based on each week's issue, we keep *Life* in the mind and conversation of

(Please turn to page 52)

AUDITION of radio commercials in process at Life magazine. Gathered to pass on newly produced spots, piped in direct from sound studio, are (I to r): Dick Coffey, Life promotion director; Layng Martine, acct. supervisor at Y&R; William Baring-Gould of Life, and Mac Walker, a.e.





HOW TO RAKE IN FATTER POTS

Amazing how Joe Floyd's KELO-LAND booster hookup rounds up more consumers for you. The ARB March survey (6-10 p.m. 7 days a week) shows you this. Your sales message on KELO-TV, SIOUX FALLS, gives you 61% more viewers than the same message would get you on the highest rated Omaha station. 72% more than on the highest rated Des Moines station. 70% more than Duluth's. 158% more than Fargo's. Sounds fantastic, I know. but our KELO-LAND hookup is a fantastic force in delivering big audiences. You get this enormous

coverage of 103 counties in 5 different states with just one rate card.



KELGLAND

KDI O-tw Abstracts and beeters

KDLO-tv Abardoon, Huron, Watertown
KPLO-tv Piorre, Valentine, Chamberless

General Offices: Sloux Falls, S.D.

Represented nationally by H-R Minnenpolis by Wayne Evans & Associates



National and regional buys in work now or recently completed

SPOT BUYS

RADIO BUYS

Walter H. Johnston Co., Milwaukee: Currently buying schedules in a limited number of markets for its Power House candy bar, in the top teen-age d.j. shows. Market list will be expanded to about 50 in early 1961, when it will launch a major campaign to reach this audience. Buyer: Mort Riner. Agency: Hicks & Greist, New York.

Continental Baking Co., Inc., Rye, N. Y.: Schedules started this month in Eastern markets for Hostess Cup Cakes. Traffic and day minutes are set for six weeks. Buyer: Art Goldstein. Agency: Ted Bates & Co., New York.

TV BUYS

Chesebrough-Pond's Inc., New York: Campaign starts 3 July in about 20 markets for Vaseline hair tonic. Fringe night minutes are being scheduled for 13 weeks. Buyer: Alan Silverman. Agency: Norman, Craig & Kummel, New York.

General Foods Corp., White Plains, N. Y.: Placing schedules in the top markets to start 1 July for La France Bluing. Run is for 39 weeks using day minutes. Buyer: Gary Pranzo. Agency: Young & Rubicam, New York.

Gold Medal Candy Corp., Brooklyn, N. Y.: Planning the fall campaign for Bonomo's Turkish Taffy. in about 35 markets. Minutes, mostly late night, will start in September for 10 weeks. Buyer: Joyce Peters. Agency: Mogul Williams & Saylor. New York.

Bristol-Myers Co., New York: Testing Count Four. a new antacid candy type tablet, in several markets. Schedules are for day and night minutes. Buyer: Pete Berla. Agency: Ogilvy. Benson & Mather. New York.

Norwich Pharmacal Co., Norwich, N. Y.: New activity on Pepto Bismol begins 11 July in the major markets. Late night minute schedules are being set for five weeks, frequencies depending on market. Buyer: Jack Scanlan. Agency: Benton & Bowles, New York.

Scott Paper Co., Chester, Pa.: Using day and night minutes in Indianapolis, San Diego and several upstate New York markets to introduce Wonder Wrap. Product, a new polyethylene wrapping, is expected to go national in the fall. Buyer: Gloria Mahaney. Agency: J. Walter Thompson Co., New York.

Procter & Gamble Co., Cincinnati: Schedules for Crisco start 1 July in about 125 markets. Early and late night minutes run through the P&G contract year. Buyer: Bob Stone. Agency: Compton Adv., New York,

International Shoe Co., St. Louis: Going into 100-125 markets in mid-August with kid show schedules for its back-to-school promotion. Participations are being lined up for Poll Parrot, Weatherbird and Red Goose shoe brands, three to 13 weeks. depending on market. Media manager: Charles Haines. Agency: Krupnick & Associated, Inc., St. Louis.



IN THE
PIEDMONT
CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

CHARLOTTE 50,000 WATTS

AWARO-WINNING
VOICE of
AUTHORITY
in the
PIEDMONT
CAROLINAS

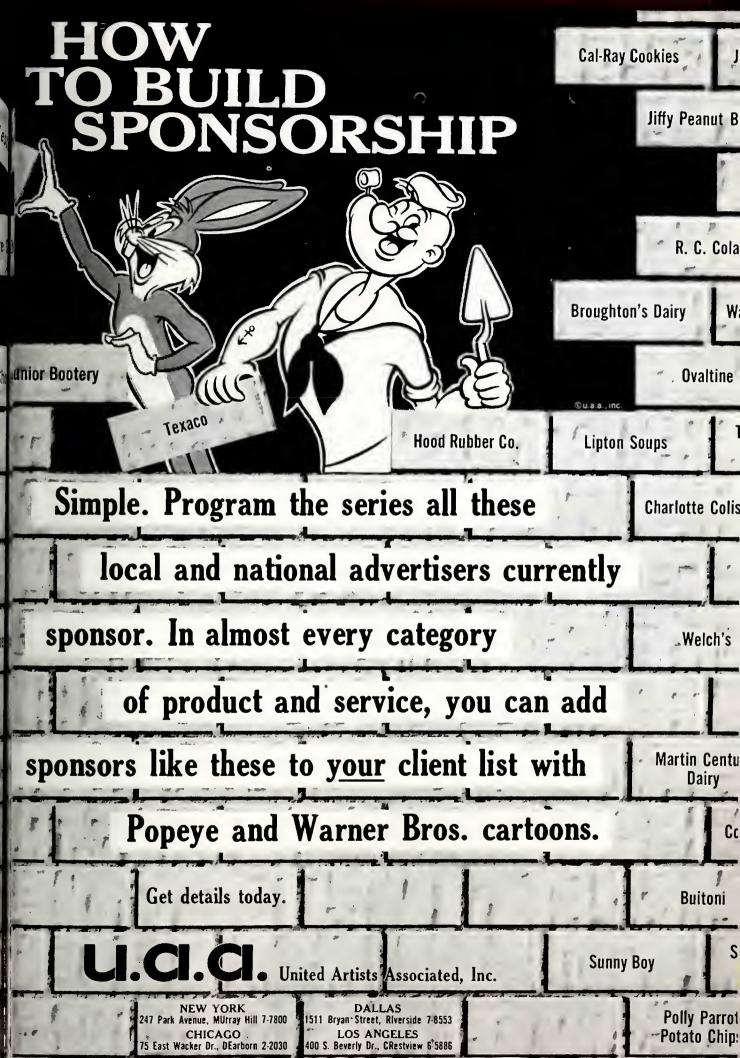
2,216,600

2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

d Puritan	C 1 - 1 - 1 - 1 - 1	l's Dairy	Toy Co of Ind		General Fo	ods Co.
Kay Motors	Miles Labs (1-a-day Vitamins)	M & M	Candy	· G. E. L	amps	Leste
Marigol	d Dairy Brown	Shoe Co.	Bos	CO	Flav-R-S	
erland Dairy	Pard Dog Food	Robert Ha	II Clothes 🚽	Flower,'s	Baking	Nehi Beverage C
Necco	Candy Color	forms	¿Capitol 1	[heatre	Hires Roo	t Beer
iner's Dairy	Poll Parrot	Coca	Marsh	Chevrole	et Corp.	Weatherbird Shoe
Beatrice	e Foods Buster Br	own Shoes	Kewaunee	Bottling	Winchell	Donuts
cmann Dairy	Margolis Shoes	Penn	Fruit	Arkansa " Growers		Bactine Bactine
Ward Ice	Cream Co. Cra	yola	Sever	1-Up	Lesta	ire
Birelys	Viking Twin Drive-In Theatre	Pete	r Pan	Carter 8 Toy S		Vicker's Toy Ches
Mayes	Toys Ne	stles	Western A	uto Shops	Cloverlea	f Dairy
wn Merchants	U. S. Keds	Silly	Putty	Shipley B	aking Co.	Hills Dept. Store
St. Johns	Theatre Terrace	Park Dairy	Buster Brov	vņ Clothes	Dr. Pe	pper 🌣
-Gold Bakers	Kool-Aid,	Dairy Que	en Stores	Quigley's	Shówroom	Burger King
Calumet	Cheese Lloyd's S	Shoe Store	David's F	Pie Shop	Cụtler's D	Irive-In
nibald Toys	Town Talk Bread	Dairy	men's	Famou	s Chili	Velda Milk



How can the smaller advertiser most effectively

Four agencies present problems facing advertisers with limited budgets, and show how they have increased their spot dollar value

Edward D. Gottlieb, president, E. D. Gottlieb Co., Inc., New York

The small advertiser most probably does not have national distribution for his product-and must think in terms of spot radio. Certainly there is enough flexibility to allow the small advertiser to select markets that directly parallel his distribution. In this way, radio can be made to operate within the framework of the marketing plan. Further flexibility is permitted by allocating an advertising budget in direct proportion with sales. Thus the advertising dollars will operate in keeping with the sales volume. Additional dollars could be set aside for development of areas not producing up to potential.

If the sales message is particularly



Coordinate campaign closely with marketing aspects of product

exciting (sale, combination deal and/ or an off-price pack), it may do its work with comparatively few exposures—however, if the product does not contain the necessary excitement in itself, a high degree of repetition is necessary. It is here that a spot can be made to operate most efficiently within the comparatively confined audience of radio, affording the necessary repetition.

In general, the radio purchase (dollar) will not have the "reach of television, but will have greater "penetration." Radio, providing only sound, demands that the listener form his own mental image. It is here that an exciting, creative device will come across with enormous impact in building a brand image, or in striving for immediate sales. Perhaps the most vital contribution to be made by radio is its "intrusive" quality. Although turning a page in a magazine or newspaper is almost a reflex action, the very nature of radio demands an interruption of activity to tune off a commercial, change a program or turn off the set. While radio does not have the full intrusive quality of television (sight and sound), it nevertheless succeeds in following the listener and intruding upon outside activities.

In summary, the small advertiser can most effectively use radio by paying close attention to the following:

1. Coordinate closely with the marketing aspects of the product.

2. Purchase on a basis to afford maximum repetition of the advertising message.

3. Use the medium in a creative way to obtain the maximum advertising impact.

4. And, importantly, be certain dealers are made aware of the advertising campaign, and enough goods are sold in and displays arranged to capitalize on the advertising.

Rosanne Gordon, timebuyer, Kastor Hilton Chesley Clifford & Atherton Inc., New York

The inherent characteristics of spot radio seem tailor-made to the needs of the small advertiser. However, with a limited budget the danger that must be avoided is that of attempting to do too much, too quickly. Rather than spread the budget nationally all at once, and effect a thin veneer of coverage across the country, I believe it would be more resultful to open first in one region and then another, building on each previous success.

For instance, you would allocate a reasonable amount of money to a given area that you deem necessary to accomplish the two primary objectives of the advertiser. First, with his current distribution set-up, to achieve greater sales through an increase in brand familiarity among consumers. Second, to secure additional distribu-

tion for the product. In this way you would bind the relationships between the ad budget and sales, as well as between sales and distribution.

If it is necessary for the advertiser to spend his budget nationally, during the same period of time, a network buy would accomplish this end,



Buy region-byregion so as to build on each previous success

but a small percentage should be put aside to be added to markets in accordance with the client's progress in sales and distribution.

Buying spot radio you can take advantage of the maximum weekly saturation discounts as well as concentrating your dollars before important selling periods of the year.

I believe there is a great deal of listener loyalty in radio today. Unlike tv, radio involves a minimum of dial turning. Frequently, it is advisable to buy more than one station in a market where the audience is consistent with your selling potential, in order to cover a significantly large segment of the total families.

Finally, I would recommend that a relatively small appropriation be judiciously concentrated in a limited number of "major" markets, using a multiplicity of radio stations, in aiming for a "break-through" in consumer and retailer awareness of the advertiser's product, with distribution being national in scope.

Stanley Newman, media dir., Richard K. Manoff, Inc., New York

The broadcast media have a distinct advantage over print for the smaller advertisers in that at any one moment when a commercial message is delivered, the size of the advertiser is completely immaterial. All minute commercials are inherently the same. There are not space, size, or color

use radio?

differences discernible to the audience of an individual message.

Radio has an additional advantage for the smaller advertiser in the selectivity and relatively small size of both the audience at any one moment, and the cumulative audiences of individual programs and stations.

There is, a minimal level necessary to make advertising efficient and worthwhile. This minimal level is that amount of exposure required to "make an impression" on an audience. The product and selling message will influence this, but in each medium a general minimum required level can be estimated.

For the larger advertiser whose product is sold to everyone, the pattern of saturations on a number of radio stations is probably most effective. The advertiser is delivering a large number of messages to a large audience. The smaller advertiser has two choices: (1) delivering a limited number of messages to a wide audience, or (2) delivering a large number of messages to a smaller audience.

The importance of radio to the smaller advertiser is that by concentrating his efforts in one program or on one station, he can pick an audience and reach its "impression-mak-



Get maximum impression in market using one program or station

ing" level with a relatively small expenditure. If a product has potential appeal to only a small segment of the market, the advertiser can pick a program which selects his audience, and can economcially reach and impress his potential customers. If the product has general appeal but a comparatively low level of sales for the advertiser's brand, then the advertiser can pick one station; and, by "making an

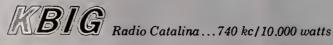
(Please turn to page 52)





For its audience, a new, refreshing sound ... the best in popular music and news features, intelligently packaged in KBIG's distinctive "FRESH AIR" programming. For its advertisers, king-size coverage of receptive listeners in 234 communities of all 8 Southern California counties... at 71% less average cost than other high-power stations.

The sales significance of "FRESH AIR" is demonstrated in a new 10 minute presentation. A call to your KBIG or Weed representative will bring it to your desk promptly!



JOHN POOLE BROADCASTING COMPANY, INC.,

6540 Sunset Blvd., Los Angeles 28. Calif. • HOllywood 3-3205 NATIONAL REPRESENTATIVE: WEED RADIO CORP.

SUMMER RADIO

(Continued from page 33)

gram with groups of weekend vacationers and picnickers; its format has been adopted by KSTP, Minneapolis. KFMB. San Diego, offers Beachnik, a mobile crew that interviews and entertains at Pacific beaches. Then, of course, there are the programs tailored and fitted to vachtsmen, fishermen (weather and tide tables, what fish are running), to motorists (traffic conditions, road detours, accidents, etc.), not to mention the special events and sports programing.

Here is a capsule report on summer radio from Broadcast Time Sales, a firm that finds business shaping up very satisfactorily. Grocery products, according to this rep, are especially strong with emphasis on items with picnic appeal (Hostess cupcakes, breads, tea, etc.). Positan. Wonder Break, Blue Bonnet, Tenderleaf Tea and Ward Picnic Rolls are some of these accounts. Another summer investor is Parsons Ammonia, its campaign geared to the fact that a lot of laundering is done in the hot weather months. BTS also reports good volume from cigarettes, oils and beverages, says business so far this summer is about 38% ahead of the volume for the same period last year.

Network radio sales are reportedly doing well. NBC has signed up \$1.5 million dollars in the last 17 days. ABC reports considerable new 13week business for summer. Among the advertisers: Bristol-Mvers, Fritos, Pepsi-Cola, General Mills.

Tanning preparations, cigarettes, ice cream and iced beverages, gasolines, motel associations, automotives, insect repellants, picnic supplies, beers, and cook-out foods are among the advertisers who are capitalizing heavily on this bonanza of listening. Some are in only on a seasonal basis (Nehi drinks, for example) and others on 52-week terms. In some cases. advertisers who are consistent radio users heavy up schedules in certain vacation areas during the summer. Average length of a strictly summer buy is six weeks, average number of announcements per week per market is about 35. At present, one adman said. summer radio seems to have reached a plateau, adding if the industry ever gets itself straightened out on local-vs-national rates, summer radio should climb smartly again.

TRUTH BOOK

(Continued from page 39)

representation of the qualities of the product itself.

- 2. Whether an artifice is harmless depends "on its capacity to deceive the public in a material respect."
- 3. Artifice may be used provided the end result is to portray the product as it "would look under normal conditions."
- 4. "Cosmetic improvement" is not deceptive provided it does not attribute to the product qualities which are not truly representative of the product and does not "impart to a product virtues which it does not have."
- 5. Theatrical techniques may be used to make a product appear or perform on tv as it would actually appear or perform to the naked eye under normal conditions, and there is "no objection to commercials that simply portray products in their best light."
- 6. In photographing the product a typical sample thereof should be used and advertisers should avoid the use of non-representative samples if the nature of the product or its manufacturing process is such as to produce occasional variations in quality, performance, or appearance.
- 7. Theatrical devices, to be proper, must not "represent a material deception as to the characteristics, performance, or appearance of a product."
- 8. A comparison is considered deceptive if "the advertiser's product is made to appear attractive and competing products are denied the same photographic embellishment." Product X must receive a fair and equal treatment in comparative portrayals or tests.
- 9. In pictorial or other comparisons between the advertised product and product X, product X should be such as is generally available to the public and should be properly representative of the competition.
- 10. Any statements or claims requiring qualification should be so qualified in both the video and audio portions of the commercial.

All of the foregoing can be capsulized by saying that the test is not what goes into the making of the commercial or picture, but in what the viewer sees.

AMERICAN HOME

(Continued from page 41)

used the biggest number of tv stations-150, while its companion, Dristan Nasal Mist used 60.

Anacin was another prime spender in spot tv during 1959, using 80 stations: Chef Boy-Ar-Dee food products were advertised on the same number of tv stations.

Alvin Brush, now in his early sixties, is the guiding genius behind this empire of diversification, and his ingenuity is demonstrated not only in his tv advertising, but also in his flair for picking up new properties that can turn a profit and disposing of those brands that have outlived their usefulness. Brush came to AHP back in 1935 as president, at a time when sales were only \$16 million (today they run over \$450 million). In that whole time his system of combining the good product with the right advertising has worked so well, that the company only incurred one long-term debt-a \$15 million loan from Metropolitan Life which would have been paid off long ago except for the fact that Metropolitan will not take money in advance of scheduled payment dates.

AHP divisions stick to their own business, are not to worry about what other divisions do. Only "togetherness" is the central control of Brush and his chief execs. Brush doesn't advertise AHP as a corporate entity. In an April 1958 Fortune story, Brush brushed away "reputation of the house" advertising, said, "At that point you are vulnerable, you can't move quickly. We are able to move fast-we don't fool-if the product is right we don't care whose name is on the label."

Ted Bates and Tatham-Laird handle tv for Anacin and Dristan respectively, along with a number of other AHP brands that get aired on tv. Other products in this packaged drug line (Whitehall Labs Division) are at Lawrence Gumbinner, John F. Murray, SSC&B, Street & Finney, Y&R of Toronto for Canadian advertising. American Home Foods Division's Chef Boy-Ar-Dee line along with most of the other brands are handled by Y&R; G. Washington's seasonings are with John F. Murray. Boyle-Midway Division, manufacturer of many of AHP's household products, divides its line between JWT, Tatham-Laird, and Murray.

LONG ISLAND IS A MAJOR MARKET!



THE GREATER LONG ISLAND MARKET (Nassau-Suffolk)

X9X9X9X9X9X9X

MORE LUMBER IS BOUGHT ON **LONG ISLAND** THAN IN DALLAS, DENVER AND DAYTON... PUT TOGETHER! \$205,607,000

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other Network or Independent Station!



Represented by Gill-Perna

(Continued from page 43)

the people. We convey to them the image of a current and lively publication, with the help of radio's immediacy and impact."

Just as the 'product' promoted by "Sounds of Life" radio commericals is different each week, so there is variation in creative strategy from one week to the next. For the 6 June issue Life's National Purpose series, then in its third week, was considered tops in the promotion agenda, almost to the exclusion of other material.

Interspersed through the 6 June copy were excerpts from inspirational speeches by American leaders of the past, such as Franklin Roosevelt and Harry Truman. The announcer picked up with, "But what are the words for today? Life magazine . . . calls for an examination of America's aims. In this week's Life, David Sarnoff discusses a strategy that could win the cold war and Rev. Billy Graham outlines our challenge under God."

The 16 May issue, on the other hand, contained four stories that rated on-air billing, so a varied approach was used in the radio com-

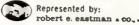
GET COLUMBUS

on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . peo-

REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

CAPITAL STATION
COLUMBUS 15, OHIO
24-hours-a-day-broadcasting



mercials. One of the minutes was devoted entirely to *Life's* coverage of the U-2 incident, built around sounds of a jet in flight being shot down and Khrushchev's angry voice. Another went to the story of Princess Margaret's wedding, replete with sounds of horses' hoofs, trumpets, church bells, and ceremonial words.

Also for Life of 16 May there was a composite 60-second commercial which included references to: an article about Texas Senator Lyndon B. Johnson's ranch, complete with cattle noises; a story on the rebuilding of West Germany's military forces, with the German National Anthem in the background, and a description of the U-2 story, with appropriate sounds.

One of the minute commercials for Life's 23 May issue went entirely to the "National Purpose" series which got underway that week. The announcer's comments were set against a background of the Spirit of '76 march. In another 60-second announcement for the same issue, news of the new series was woven into a discussion of current "world turmoil" (introduced by sounds of commentators, teletype, etc), which also described a story on the nuclear submarine Triton and one on spying.

SPONSOR ASKS

(Continued from page 49)

impression" on its audience, generate sales increases.

Robert E. Bruno, broadcast buyer, Reach, McClinton & Co., Inc., New York

With the small budget advertiser whose use of paid media is limited, saturation radio makes available an opportunity to obtain effective representation in those markets considered most important. It is of importance,

however, that the advertiser clearly define what represents saturation for his product in the markets selected for advertising impressions.

When considering the over-all advantages of spot radio per se, we find that actually saturation represents



Place saturation schedules in markets most important to client

just one of the advantages radio offers the small advertiser. Outlining some of the more important advantages would clearly indicate the practicability of spot radio. In addition to the advantage of saturation of important markets we could list the following: 1) Low cost. 2) Flexibility with markets, stations, time, type, number of announcements. 3) Local appeal.

In many markets the merchandising aids provided by local stations can prove most helpful to the small budget advertiser, who with limited funds cannot adequately merchandise his advertising efforts to important distributors and retailers.

Of equal importance to both small and large advertisers is adequate reach and frequency in markets. Obtaining this objective is more difficult for the small advertiser who not only is limited in the types of media which can be used effectively, but further has the problem of competing successfully with competitive advertisers within the medium or media selected. However, with the use of saturation radio the small advertiser is afforded the opportunity to compete successfully with competitors on a market-for-market basis.



THE NEW



watching KMJ-TV in FRESNO

Last November's ARB proved that Fresno's top rated shows were on KMJ-TV. The new March ARB proved this once again.

Top syndicated show Highway Patrol

Top late-night show Jack Paar

Top network show Wagon Train

Top network news show . . . Huntley-Brinkley Report

Top local news show Shell News

Top movies Movie Matinee
Sunday Early Movie

ARB - NOV. '59 MAR, '60

THE KATZ AGENCY - NATIONAL REPRESENTATIVE

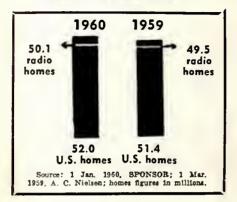


(California)

Facts & figures about radio today

1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

	Stations on air		CPs not on air		New station requests		New station Is in hearin
Am Fm	3,479 727	1	86 163		634 80	1	211 42
	En	d o	f May	195	9		
Am Fm	3,366 612	1	118 147	Τ	526 53	1	159 21

Radio set index

Set location	1960	1959
Home	106,007,095	98,300,000
Auto	40,387,449	37,900,000
Public places	10,000,000*	10,000,000*
Total	156,394,544	146,200,000
	AB, 1 Jan. 1960, ng order. "No new	

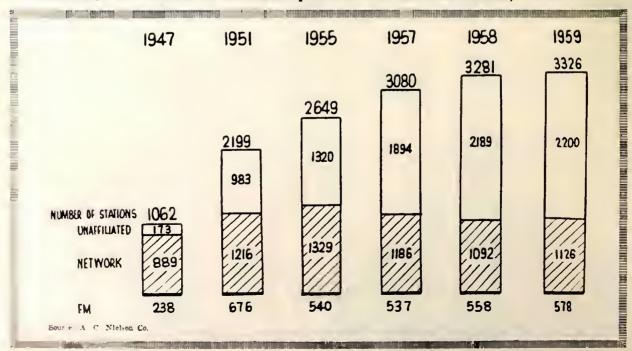
Radio set sales index

Туре	Apr. 1960	Apr. 1959	4 months 1960	4 months 1959
Home	547,839	388,863	2,627,147	2,079,804
Auto	399,963	422,346	2,263,057	1,786,168
Total	947,802	811,209	4,890,204	3,865,972

Source: Electronic Industries Assn. Home figures are estimated retail sales, autofigures are factory production. These figures are of U.S. production only. Radios in phonographs add another 15-20% to the home sales figures.

2. CURRENT STATION PATTERNS

Number of network vs. independent radio stations, 1947-59





20 JUNE 1960
Copyright 1980
SPONSOR
PUBLICATIONS INC.

WASHINGTON WEEK

The House prepared to debate an innocuous procedural bill dealing with the FCC, but the Harris Committee had tacked on amendments.

The bill as it previously passed the Senate would merely substitute pre-grant procedures for post-grant protests in the case of station construction permits issued without hearings.

Amendments would make payola and plugola a crime, would give the FCC full authority to waive the requirements for sponsor identification in cases where it believed the identification necessary.

More controversial, the amendments would empower the FCC to fine stations and to suspend their licenses for periods of up to 10 days for rules violations.

Purpose of the sponsor identification clarification is to get the FCC out from under its recent interpretation to the effect that every record donated to a station must be identified as donated when aired.

Also under something of a cloud since the FCC's interpretation were such things as public service films, payment of remote expenses by somebody hoping for publicity, etc.

The FCC has made it clear that it isn't too happy with its own dictates along these lines, but has testified that the applicable section 317 of the communications act forced them into it.

The Harris committee also expressed lack of satisfaction with the current situation. Purpose of the amendment is to throw the ball back at the FCC by giving the agency leeway right in the law to use common sense.

The broadcasting industry has been working like mad to rouse opposition in Congress to station fines and license suspensions, a power ardently wished by the FCC.

Debate is therefore expected to be hot and heavy on these points when the bill reaches the floor. The Bennett network regulation move would be just as controversial, but would not at this stage appear to have much chance. All in all, however, debate on the bill could drag out if the House leadership will permit it to do so.

The daytime broadcasters, meanwhile, had their innings before the Harris Committee: their efforts were frankly aimed at the future.

They want authority to operate minimum hours from 6 a.m. to 6 p.m. The clear channel and other full time stations were backed by the FCC and the networks in a presentation to the effect that such hours would severely cut down on total radio service in the added hours.

Daytimers contended that this argument is considerably exaggerated. They asked for a trial period of extended operating hours to see how it would all work out, and pointed out that some of the stations actually are or have been in the past operating in the prohibited hours. In the meantime, FCC chairman F. W. Ford has told Congress that any relaxing of the rules limiting daylight stations to operate between sunrise and sunset would be undesirable.

Things broadcasting on Capitol Hill also were humming this week in such areas as these:

- Robert E. Lee got the Senate Commerce Committee's blessing for another seven-year term.
- The House Commerce Committee, going along with a bill already passed by the Senate, reported out a bill permitting a commissioner to serve beyond the expiration of his term or until a successor is appointed and qualified.
- The same Committee likewise went along with the Senate on a bill to permit the FCC to license the vhf booster stations, mostly in the west, who have gone on the air without FCC approval, something now forbidden by law.

Commercials



FILM-SCOPE

20 JUNE 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

If any gloom has hung over CBS Films in recent months, it was completely dispersed by vigorous sales activity on three fronts this week.

First, CBS Films landed Blue Plate Foods (Fitzgerald), the largest of the southern regional advertisers, on a 35 market deal for its new comedy detective series, Brothers Brannagan. Estimated value: \$350,000.

Then the CBS syndication subsidiary began to rack up station sales for Robert Herridge Theatre, just placed in syndication, the first deal being with a major West Coast outlet.

Finally, CBS Films was on the verge of 45 market sale of Deputy Dawg as a half-hour series to another southern regional advertiser.

Incidentally, CBS Films' prudence in obtaining scripts in advance for Brothers Brannagan is now paying off: All 39 scripts are ready, and some 20 episodes have already been produced, including cast of unusual talent who went into the show because of production stoppages on other series.



Look for a major revival of animated programing and production this fall.

Besides network shows such as ABC TV's The Flintstones (Screen Gems) and Bugs Bunny and national spot entries like Kellogg's Huckleberry Hound and Quick Draw McGraw (both also Screen Gems), there is a mass movement of animated shows in the works for syndication.

These include:

- CBS Films' Deputy Dawg and Fearless Fosdick.
- CNP's Bob and Ray and Henry and His Claymates (stop-motion).
- Trans-Lux's Rube Goldberg and one more series.
- UAA's Mello-Tunes.
- · Dick Tracy, produced by Hank Saperstein.
- Three Stooges, a new live-action and animated series.

Although many of these shows are segments to be integrated into local shows by the stations themselves, several are either of half-hour length or are capable of being scheduled as half-hours.

The half-hour entries in the list above are Deputy Dawg, Fearless Fosdick, Bob and Ray, and Three Stooges.

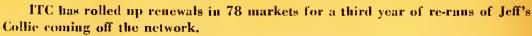


CNP is discovering that stations are buying its R.C.M.P. series even without time periods open at the moment.

Two factors behind the unusual sales pattern are:

- 1) The Canadian-produced series got good ratings on the CBC English and French language network, rising from 18th last November to 6th in April in Elliott-Haynes Ltd. rankings.
- 2) All 39 episodes are in the can, meaning clients can screen several episodes, not just one pilot—and there's no fear of a mid-filming production stoppage.

Twenty stations which bought the show (only one had a time slot when it signed the contract) include KTTV. Los Angeles: WGN-TV, Chicago; WNEW-TV, New York; WBZ-TV, Boston; WTTG. Washington; WFAA-TV, Dallas, and KDKA-TV, Pittsburgh. (For more details, see F1LM WRAP-UP, p. 74.)



There'll now be a total of 102 re-run episodes in syndication.

Stations are already running the first two years of the show in 168 markets.



Trade reports this week were that Ely Landau was on the verge of moving out of NTA and taking WNTA-TV, New York, and Telestudios with him in a \$4.5 million purchase deal.

Simultaneously there were rumors that NT&T, parent company of NTA, having completed what amounted to a shakedown cruise with its recently acquired tv subsidiary, would make some policy and personnel changes.

Of the NTA holdings in which Landau is interested, estimated purchase prices are \$3 million for WNTA-TV and \$1.5 million for Telestudios.

Landau reportedly will also acquire Storevision, including its 3200 in-store tv receivers and its retail locations.

Another report: Elliott Hyman is leaving UAA if and when his project to buy a package of post-'48 Warner Bros. feature films and to become a distributor jells.



Ring Classics has put together a million dollar package of championship ring battles at Madison Square Garden of the past ten years.

A sports celebrity is being sought to host the series, which will be worked up into a 39 episode half-hour program.

The distributor's arrangement with Winik Films for the rights includes an agreement to pay ty royalties to the boxers themselves.



Ziv-UA points out that it has met its "six a year" production schedule for syndication in the 1959-60 season.

The six shows are:

- New shows: Lock-Up, This Man Dawson, and Home Run Derby.
- Continuing shows: a third year of Sea Hunt and a syndication year of Tombstone Territory, once a network series.
- The UA contribution: The Vikings, which was introduced last summer, before the Ziv-UA merger.

The first new program in Ziv's 1960-61 schedule will be Case of the Dangerous Robin, sold in 32 markets to Brown & Williamson (Ted Bates), and a continuing program for next year will be Lock-Up, already with second year renewals in 62 markets, including the 53 market American Tobacco (BBDO) buy.

COMMERCIALS

Peter Cooper, executive v.p. of Robert Lawrence Animation, took a blast at blatant commercials this week at a Florman & Babb seminar at the New York Trade Show building.

"When people buy a product hurled violently through the tv set into the living room," Cooper stated, "it is often because the product is much better than the advertising."

Cooper went on to extol the virtues of animation, especially the strong identification of animated characters with general ideas.

Referring indirectly to Lestoil commercials, Cooper pointed out, "Our imagination can run rampant. When a strange-looking drawing says, 'I'm dirt,' he is dirt."



20 JUNE 1960
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PUBLICATIONS INC.

SPONSOR HEARS

Two particular impressions gained from McCann-Erickson's two-day world-wide meeting (300 people from 62 offices in 21 countries) in New York the past week:

- 1) Marion Harper, Jr., is moving more and more toward a military setup. (Major Gen. Harlan Parker, former Air Force PX boss, has become his top administrative assistant.)
- 2) Operation Thurst was recharged with a new fuel and put back on the launching pad.

The keepers of the books at NBC TV are reported looking with askance at those European junkets by folks in the programing department.

Seems that the investments they incur are getting a little too costly.

Now that Bell & Howell has moved it's trade to another network CBS TV is less restrained in voicing its peeve at the camera maker's recent print-grabbing tactics.

The cause of the network's ire was an item in a Chicago paper that 35 southern stations had refused to carry the show on the Atlanta school integration problem.

CBS notes that the actual count of recalcitrants was three stations.

Catch an upper-rung agency media director with his hair down and you'll find that his biggest gripe against management is its refusal to see how the salary attitude toward the media department makes it less efficient and more expensive than it should be.

To begin with, treating the media department as a training ground for other sections of the agency tends to create a heavy turnover and constant shortage of media help.

But the media boss wouldn't mind this so much if the salaries in his department were attractive enough to keep the more promising prospects from migrating into places offering better immediate pay.

One of the medium-sized reps is seriously considering taking vigorous action toward his radio stations on the national vs. local rate situation.

He will insist that the stations categorize what constitutes national vs. local business and appoint him exclusive sales rep in the territory for all national products whether placed on a national or local business.

If a station of his refuses to accept this status, he is prepared to cancel. (See article, Reps caught in the dual rates wringer in 13 June issue.)

One of the major agencies is doing a tv factor analysis using the behavioral sciences to determine why viewers retain certain commercials and reject others.

The study will cover 100 commercials, with both visual and audio reactions probed separately and in combination.

It expects to make the findings available to clients in 30 days.

Latest bit of barter being peddled around agencies is full pages in leading fashion magazines at 40% discount which had been obtained by a barter firm for radio time.

Why agencies are leery of even toying with the deal: it would place them in the position of getting one account a better rate than another.



Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M.



news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.



WJAR-TV

CHANNEL 10, PROVIDENCE, R. I. contine statistical errors.

Alema W. Lehman, ARF managing director, denies there were any "nestituations" between his group and ARB. He said, "The ARF's position is that the statistical method proposed by ARB was statistically inadequate, ARI has not been concerned with the differences that might have resulted between the old and the new figures. From the beginning our technicians were not so naïve that they did not expect reversals.

"If the ARB data could have been soundly adjusted by the use of Census data there could have been no concern about reversals. Since the statistical methods considered were inadequate. ARF felt that it could not defend the changes that could be expected when stations raised the question of why their set ownership figures went down when the total ty households figures was growing."

Researchers point out that a certain amount of differences is to be expected in two sets of figures involving sampling. There are the statistical errors which are an inevitable part of sampling. In addition, both the ARB and ARF-Nielsen set count data involved various statistical adjustments and formulas.

The fact of the matter is that a precise set count based on field work alone and projectable against all homes in each U. S. county is a terribly expensive proposition. As a result compromises are necessary.

In the case of ARB, for example, the sweep are based on telephone homes. This is because telephone books provide an economical "frame" or list from which to pick sample homes. In order to include non-telephone homes in the set count formulas for the depletion of non-telephone bases had to be calculated for 18 officent croups of counties.

Distatistical juggling involved in

Oscillation ARI Nielsen figures was

note elaborate. Facts put into

Lipse included four ARI-Census

tudies material from NCS

VRI county by county esti-

Iding wrong with all the secutive.

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TATE & COUNTY	TOTAL HOUSEHOLDS	NIELSEN	HOLD
BAKER	1,300	80	;
BAY	18 910	77	_
BRADPORD	3,300	734	7
BREVARO	23, 500	73	5
BROW ARD	51,700	\$119	
ALHOUN	2,100	62	(
HARLOTTF	3,200	72	7
ITRI'S	2,100 4,800	58 77	2
DAY OLLH R	5,800	72	7
OLEMBIA DADE	5,200	64 91	9
DE SOTO	281,500 2,900	58	
HAIL	1,000	62	į
OUVAL.	127 100	87	1
80 AMBIA	17,300	83	
LAGLER	1,800	73	
RANKLIN	2,000	17	
ADSDEN	10,800	60	
HIA HRIST	7110	6.	
(LADES	800	13	
(ULF	2,:086	12	
LAMILTON	2,100	6.1	
IARDEE	3,800	5.8	
HINDRY	2, 100	63	
HERNANDO	3,000	53	
HGHLANDS	6,200	63	
HLLSBOROUGH		88	
IOLMES	3,100	57	
NDIAN RIVER	7,100	61	
ACRSON	9.100	>8	
EFPERSON	2,600	57	
LAPAYETTE	700	62	
AKL	16,600	7.4	
LE.E.	14,300	72	
LFON	20,000	56	
LEAY	3,000	58	
LIBERTY	70 m	45	
MADISON	3,500	57	
MANATEF	19,300	80	
MARION	14,900	60	
VITSI/ II	1,800	61	
MONROE	16,400	75	
\$ 188 AT	1,000	81	
0KAL0084	16.700	+9	
OKEECHOBLE	1,100	6 + 25	
DRANGE	82,800	86	
OSCI OLA	6,100	68	
PALM BEACH == PASCO ==	79,000	86	
	10, F00	61	
PINELLAS	116,000	85	
POLK PUTNAM	56,600	79	
PUINAM ST JOHNS	9,300 9,700	73 77	
ST LUCIE	9,700	61	
SANTA ROSA			
SANTA ROSA SARASOTA	7,000 22,100	69 66	
SARASOTA SEMINOLE	22,100 13,500	65	
SI MTER	3,300	61	
SIWANNIE	3,700	64	
TAYLOR UNION	1,100 1,100	57 80	
VOLUSIA	39,300	80 66	
WAKLELA	1,400	47	
** *** * *** *	1,100	57	
WALTON			
WAKELLA WALTON WASHINGTON	3,040	51 -	

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u	EU	ĸυ	IΑ

GEGICA			
1,0	21,100	79	43
APPLING	3.000	56	
ATKINSON	1,500	57	
BACON	2,300	7.4	
BAKER	1.200	56	
BALDWIN	5,300	62	
BANKS	E,500	7.5	
BARROW	3, 301	76	
BARTOW	h,640	8.8	
BEN HILL	2,640	57	
BERRIEN	3,200	57	
BIBB	40,000	80	
BLECKEFY	2,200	66	
BRANTELY	1,100	58	
BROOKS	3,1400	48	
BRYAN	1,000	6.1	
BPLLOCII	o 200	61	
BERKE	800	60	
BETTS	2,400	81	
CAbliot 8	2,900	57	
CAMDEN	2,000	73	
CANDLER	1,900	59	
CARROLL	9,600	87	
CATOOSA	1,800	80	
CHARITON	1,300	73	
CHATHAM	53,900	87	
CHATTAHOOCHEE	3,400	76	
CHATTOOGA	0,100	79	
CHERONEL	⇒,200	83	
CLARKE	10,900	7.7	
CLAY	I,100	62	1
(.1 4 £ £0 /	12,600	90	
CHNCH *	1,600	60	
←OBB	29, 9110	92	
COFFFB	€ 500	57	
COLQCITT	5.100	6.7	

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSE	ARB
COLUMBIA	2,300	79	80
COOK	3,000 $7,100$	48 77	67 86
(RAWFORD (RISP	1,500 4,600	67 66	68 73
DADF	1,800	79	63
DAWSON DECATUR	900 7,100	82 54	74 80
DE KALB DODGE	64,400 3,800	91 66	89 69
DOOLY	2,900	615	69
DOUGHERTY DOUGLAS	16,500 3 200	78 87	83 82
DARLY	3,200	54	70 75
De Hols DELINGHAM	500 1,900	60	76
ELBERT EMANIFEL	4,306 4,100	75 55	77 69
EVANS	1,700	64	81
FANNIN FAVETIE	3,500 1,300	63	65 70
LIMALD	18,500	82	85
PORSYTH FRANKLEN	3,000 3,100	83 75	74 77
TULTON GHAIER	163,700 2,200	91	$=-\frac{91}{62}$
GLASCOCK	500	80 72	67
GLYNN GORDON	10,500 4,500	75 80	80 77
GRADY	4,800	54	75
GREENE GWINNETT	2,600 9,400	64 81	65
HABERSHAM HALL	4,500 11,700	72 91	73 81
HANCOCK	2,100	62	70
HARALSON HARRIS	3,300 2,700	87 72	82 60
11 ART	3,700	76	73
HEARD HENRY	1,500 3,900	7 7 86	67 80
HOUSTON IRWIN	9,100	79	87
JACKSON	2,500 4,300	57 76	64 74
JASPER JEFF DAVIS	1,400 3,200	75 56	71 53
HEFFERSON	4,200	72	68
JENKINS JOHNSON	2,500 2,200	60 59	74 62
JONES LAMAR	1,800 2,500	62 81	71 77
LANIER	1,400	- 60	66
LAFRENS LEE	7,700 1,500	7.4 6.4	73 71
LIBERTY	2,600	64	74
LINCOLN LONG	1,200 900	74 57	75
LOWYDES	13,100 1,400	62	78
MC DUFTE	3,100	63 79	63 77
MC INTOSH MACON	1,600 3.000	61	64
MADISON	2,500	75	65
MARION MERIWETHER	1,400 5,500	66 71	73 68
MILLER	1,800 5,500	54	62 72
MONROE	2,640	18	82
MONTGOMERY MORGAN	1,600 2,600	55 74	59 72
MURRAY	2,600	80	64
MUSCOGEE NEWTON	42,800 4,600	90 86	86 79
OCONEE OGLETHORPE	1,500 1,900	75 64	70 68
PAFLDING	2,900	87	77
PEACH PICKENS	3, I 00 2, 200	66 83	72 68
PIERCE	2, 100 1, 600	58 74	77 76
POLK	8, 400	87	78
PI LASKI PI TNAM	2,100 1,700	66	75 75
QUITMAN	400	62 63	70
RABI N RANDOLPH	1,700 2,800	72 63	7.4 69
RICHMOND	11,900	81	87
ROCKDALE SCHLEY	2,200 900	86 67	78 70
SCREVEN SEMINOLE	4,400	60 54	76 78
SPAGDING	2,000 8,600	91	1 N
STEPHINS	4,100	72	79
STEW ART SUMTER	1,800 5,600	66 64	63 73
TALBOT	1,900	72	70
TALIAFERRO TATTNALL	3,700	73 59	66 70
TAYLOR TELFAIR	2,100 2,900	66 57	70 64
TERRELL	3,200	64	65
THOMAS THET	9,800 6,200	65 57	79 69
TOOMBS	3,700 1,100	59 63	68 61
TOWNS TREUTLEN	1,100	55	62

		0/	
TATE & COUNTY	HOUSEHOLDS	% TV HOUSE NIELSEN	ARB
TROUP	12,600	81	85
	2,500	57	73
WIGGS	1,500	58	74
INION	1,700	63	74
JPSON .	6,200	72	83
VALKER	10,200	80	90
VALTON	4,900	71	75
VARE	9,300	76	87
VARREN	1,900	72	03
VASHINGTON	6,700	58	63
VAYNE	4,000	57	70
VEBSTER	700	67	70
VHEELER	1,100	57	52
VHITE	1,700	63	71
VHITFIELD	10,700	89	82
VILCOX	2,200	66	72
VILKES	2,800	73	70
WILKINSON	2,100	59	77
WORTH	4,200	57	67
DAHO	185,600	77	83
DA	27,000	89	86
DAMS	900	64	62
SANNOCK	13,600	82	87
SEAR LAKE		68	87
PENEWAH	1,800 1,400	85	80
HNGHAM	7,500	79	85
BLAINE	1,400	66	81
101SE	400	68	77
ONNEVILLE	4,500	53	77
	11,900	87	89
BOUNDARY	1,500 800	82 66	62
MAMAS	200	66	80 72
ANYON	18,100	76	83
ARIBOU	I,800	68	79
ASS1A	4,000	67	81
LARK	200	83	87
	2,100	75	73
USTER	900	52	66
	3,000	77	75
RANKLIN	2,300	67	78
REMONT	2,100	82	87
WEM	2,500	68	86
00DING	2,700	66	79
	3,200	60	71
EFFERSON	2,600	82	85
EROME	3,100	67	88
COOTENAI	9,200	85	86
ATAH	7,000	69	80
EMH1	1,900	51	58
EWIS	1,200	69	77
INCOLN	1,000	66	81
	2,300	82	83
IINIDOKA	2,500	67	88
JEZ PERCE	7,600	69	83
NEIDA	800	67	81
WYHEE	1,700	77	87
	3,500	68	78
OWER	900	67	87
	6,200	72	81
ETON	700	82	87
WIN FALLS	14,100	69	84
	1,100	64	86
VASHINGTON	2,400	68	77
LLINOIS			
DANG	3,106,600	92	91
DAMS	21,200	92	88
LEXANDER	6,400	81	78
OND	4,300	90	77
	5,300	84	87
ROWN	2,300	89	80
ALHOUN	12,800	91	86
	2,000	89	71
ARROLL	6,400	88	88
	4,400	89	82
HAMPAIGN	34,200	91	78
HR1STIAN	12,800	90	89
LARK	5,600	85	82
LAY	5,800	75	76
	6,400	91	81
OLES	13,700	57	90
RAWFORD	1,596,900	93	82
	6,700	85	84
UMBERLAND	3,400	85	66
E KALB	15,100	93	92
E WITT	5,600	86	80
OUGLAS	6,4 00	85	87
U PAGE	86,760	93	95
DGAR	7,800	85	86
DWARDS	2,500	77	75
FFINGHAM	6,900	86	79
ORD	7,300 5,100	86 89	7 1
RANKLIN	14,800	81	73
ULTON	15,700	91	83
ALLATIN	2,300	75	76
REENE	6,200	89	83
	6,600	91	84

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUSE NIELBEN	ARB
HAM1L/TON HANCOCK	3,700 8,700	75 87	68 87
HARD1N	1,800	77	74
HENDERSON HENRY	2,600 16,100	91 94	85 85
ROQUOIS JACKSON	11,200 13,100	86 87	83 81
ASPER	4,200	85	73
iefferson iersey	11,900 5,300	84 89	75 76
O DAVIESS	7,000	88 79	83 71
OHNSON KANE	$2,800 \\ 54,400$	94	99
KANKAKEE KENDALL	23,800 4,500	93 91	91 92
KNOX	18,700	92	86 97
LAKE LA SALLE	74,000 35,100	95 86	94
LAWRENCE LEE	6,000 10,600	81 87	76 85
LIVINGSTON	13,700	87	80
LOGAN MC DONOUGH	9,200 9,800	92 87	81 82
MC HENRY	21,700	03 87	99 87
MC LEAN MACON	28,300 37,100	90	95
MACOUPIN MADISON	14,500 69,900	91 92	82 93
MARION	13,700	90	85 81
MARSHALL	4,300	86	81
MASON MASSAC	5,200 6,200	78	76
MENARD MERCER	2,900 5,800	83 91	89 89
MONROE	4,800	91	90
MONTGOMERY	10,600 11,000	87 88	89 79
MORGAN MOULTRIE	4,300	86	80 89
OGLE PEOR1A	12,100 62,300	87 93	92
PERRY	6.500	86	81
PIATT PIKE	5,300 7,500	86 89	89 76
POPE	1,600 3,700	79 81	68 72
PULASK1 PUANAM	1,300	85	81
RANDOLPH	8,800	92 77	52 74
RICHLAND ROCK ISLAND	5,900 48,900	91	91
ST CLAIR	75,200	93	91
SALINE SANGAMON	9,500 47,100	87 89	88
SCHUYLER	3,200 2,300	89 89	80 76
SCOTT SHELBY	8,300	86	81
STARK	2,600	86 92	87 85
STEPHENSON TAZEWELL	14,400 29,000	94	92 74
UNION VERMILION	5,300 31,80 6	81 88	84
WABASH	4,300	81	80
WARREN WASHINGTON	8,300 4,700	90 F6	86 71
WAYNE	8,500 8,900	7: 75	67 81
WHITE WHITESIDE	17,700	93	91
WILL	51,400	93 85	92 79
WILLIAMSON WINNEBAGO	15,900 82,000	91	94
WOODFORD	8,200	86	80
INDIANA			
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1,424,200	91	88
ADAMS ALLEN	8,900 71,100	88 93	87 92
BARTHOLOMEW	14,800	93 89	87 84
BENTON BLACKFORD	3,400 4,500	84	83
BOONE	9,200	93	91
BROWN CARROLL	2,200 5,700	85 88	70 83
CASS	12,200 19,900	92 93	76 91
CLAY	8,400	81	82
CLINTON	10,300 2,700	91 84	80 71
CRAWFORD DAVIESS	8,200	85	76
	8,300	93	81
DEARBORN	6,000	91	91
DECATUR DECALB	9,300		93
DECATUR DECATUR DEKALB DELAWARE	9,300 34,300 7,300	92 83	85
DECATUR DECALB	34,300 7,300 31,700	83 88	85 77
DEARBORN DECATUR DEKALB DELAWARE DUBOIS ELKHART FAYETTE	\$4,300 7,300 31,700 7,500	83 88 89	85 77 87
DECATUR DECATUR DECALB DELAWARE DUBOIS ELKHART FAYETTE FLOYD FOUNTAIN	34,300 7,300 31,700 7,500 16,100 6,600	83 88 89 93 88	85 77 87 92 86
DEARBORN DECATUR DEKALB DELAWARE DUBOIS ELKHART FAYETTE FLOYD	34,300 7,300 31,700 7,500 16,100	83 88 89 93	85 77 87 92
DEARBORN DECATUR DEKALB DELAWARE DUBOIS ELKHART FAYETTE FLOYD FOUNTAIN FRANKLIN	\$4,300 7,300 31,700 7,500 16,100 6,600 4,700	83 88 89 93 88 89	85 77 87 92 86 72

wthe the Number One single station market in America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.

WTHI-TV CH. (BS) 10

TERRE HAUTE, INDIANA

Represented by THE BOLLING CO.

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				DUBUQUE F MM F T	22,000 4,500	93	≴ 10 (5:1	GEARY GOVE	8,100	61	
	I CAL	TV House		LAXETTI	8,500	>	\$10	GRAHAM	900 1,3m	56 60	
		MILLIEM	VRH	FLOYD TRANKLEN	£ 900 5 200	\$.1 post	\$ "	GRANT GRAY	1,400	F2 67	
		9°.	200 E	FREMONI	- 100 -	9.1	84	GREELEY	6.041	49	
	1	9	<u>*</u>	GREENE GRUNDY	4,800	90	** 7	GREENWOOD HAMILTON	3,500	43	
		*	7	GUTHRIL HAMILTON	4,300	92		HARPER	3,100	77	
			\$1	HANCOCK	4,400	95	96	HARVEY HASKELL	7,600	82 52	
			2-1	HARDIN	7,100	97	97	HODGEMAN.	1,000	82	
		26 s 26 d ²	9+1 5+1	HARRISON HINRA	5,300 6,100	9 82	4.2	JACKSON JEFFERSON	3,360	50 79	
		£.	7.	HOW ARD	3 700	2.3	540	JEWELL	2,200	61	
		>	70	III MBOLDT	4,300 3,100	74 93	67 89	JOHNSON KEARNY	43,610	97	
-		\$1 \$10	34.41	IOW 4	4,900	1.3	91	KINGMAN	3,300	52 77	
-11		**	50	JACKSON FASPER	5 500 10,900	92 96	83 83	KIOWA LABETTE	1,400	77	
,		-	2619	JEFFERSON -	5,700	12	94	LANE	9,000	50	-
1 1	110	6.		JOHNSON JONES	11,600	85	87	LEAVENWORTH	11,600	96	
	21 - 4	9 93	+ 45	KEOKUK	5,×00 5,3+0	92 84	89 90	LINCOLN LINN	2,900	To 82	
NO F	. 440	92	8_	KOSSUTH	7,400	75	83	LOGAN	1,100	47	
DISON	1) 4)	94	€ ₫	LEE	13,600 40,800	80 97	91	LYON	7,900	68	
RSRALI	217 800 £0,000	94 89	* *	LOUISA	3,000	81	9.7	MC PHERSON MARION	7,500 4,600	81 76	
FARTIN	3 190	78	70	LYON	3,400 4,100	68 93	9 ti	MARSHALL	5,200	64	
IIAMI	11,000	81	72 84	MADISON	4,100	91	- 249	MEADE MIAMI	6,300	67 81	_
IONROE IONTGOMERY	16 (00	92 92	2.70	MAHASKA	7,800	79	88	MITCHELL	2.700	6.0	
FORGAN	9,4449	92	85 87	MARION MARSHALL	7,900 11,900	94	78 £2	MONTGOMERY MORRIS	16,800 2,400	80 76	
OBL	3 7 00	90	= - ₈₂	MILLS	3,200	92	93	MORRIS	2,400	43	
H10	1 100	93	89	MITCHELL MONONA	4,200	67	93	NEMAIIA	4,000	79	
PRANGI INFN	5 ×00 3 ×00	×4 91	71	MONROE	4,900 3,000	97 75	54 83	NESSIIO NESS	6,500 1,600	75 55	
ARKE	4 ×00	88	Jun.	MONTGOMERY MUSCATINE	5,700 10,500	92 97	77	NORTON	2,700	60	
BRRY	5,100	84	24	OBRIEN	5,900	5-1	92 85	OSAGE	4,600 2,100	- 83 - 64	
TES PORTER	1,100 17,700	≥3 94	76 81	OSCEOLA	2,700	81	D.) No	OSBORNE OTTAWA	2,100	€9	
OSFA	5 400	99	84	PAGE PALO ALTO	7,000 4,400	94 69	87	PAWNEE	2,900	K2 64	
UTASKI	3 900		63	PLYMOUTH	6,800	93	93	PHILLIPS POTTAWATOMIE	3,200	64	
LANDOLPH CANDOLPH	9 100	8 ł 91	50	POCAHONTAS	4,100	73	87	PRATT	4,000	77	
MPLEY	£,800	90	7 m 9c*	POLK POTTAWATTAMIE	86,700 23,100	97	94 94	RAWLINS RENO	1,460 19 800	47 97	
H SH T aost PH	6 ±00 72 200	9n 93	£	POWESHIEK	6,100	79	95	REPUBLIC	3,700	66	
4 17 [*]	4 00	91	77	RINGGOLD SAC	2,800 5,500	81 %1	85	RICE	4,700	48	
·IHLLBA ·FENCIR	10,700 4,100	9.2 83	91 71	SCOTT	37,000	97	86 91	RILEY ROOKS	6,490 3,000	64	
TARLE	5 >00	89	77	SHELBY SIOUX	4,700 7,000	95 93	5 (£ 30, 50,	RUSH	1,900	75	
TUREN	6 000	85		STORY	15,000	95	2.4	RUSSELL SALINE	3,500 12,900	75 79	
O LI (VAN WEIZERLAND	6 × 00 2,000	93	5.1	TAMA	6,900	90	87	SCOTT	1,200	55	
SPPF ANOE	25,×00	8× 87	77	TAYLOR UNION	3,800 5,200	×1 79	60 84	SEDGWICK SEWARD	109,400 3,700	94 52	
Y ON	4 ×00 1,n00	9-0 v 3-0 v	7.4	VAN BUREN	3,600	81	>4	SHAWNEE	44 500	95	
C SERBURGIE	57 190	34.49	91	WAPFLLO	£6 500	82	90	SHERIDAN	1,100	60	
FRMILLION	1.5999	85	82 9"	WARREN WASHINGTON	6,100	91 81	3/4 3/5	SHERMAN SMITH	1,900 2,600	49 61	
S OLASH	16 500	×4	87	WAYNE	3,900	11	ж,	STAFFORD	2.200	5-2	
RI V	11144	PC 76	7×	WEBSTER WINNEBAGO	14,200 3,500	96 83	÷ 1	STANTON STEVENS	600 1,200	43 43	
* TRICE	1 - 111	94. 6	77	WINNESHIEK	6 100	14	79	SUMINER	9,400	7.	
1	23 1 41	941	* · ·	WOODBURY	30,700	97	9	THOMAS TREGO	2 190 1,690	47 56	
i i E	F H F TOR	16.5 14.6	8 No.	WORTH WRIGHT	3,400 6,500	85	9e 5.	WABAUNSEE	2,3+0	w *	
A For		91 -	- 1		0,000	110	(**	WALLACE	6.00	19	
								WASHINGTON WICHITA	3,688	66 48	
014/4				KANSAS				WILSON	4 800	75	
OWA	950 000	4646	43.63		675,300	8.3	81	WOODSON WYANDOTTE	2,000 60,500	66 96	
*** * * * * * * * * * * * * * * * * * *	959,800	90 79	8 4 82	ALLEN	5,400	73 CC	20				
	2 %0	Si.	87	ANDERSON ATCHISON	2,900 6,200	4 4	75 85				
11 .	6 × 19	**************************************	5/4	BARBFR	2,700	7.7	79	KENTUCKY			
	16)	* .	3274,	BARTON	10,200	9.4	EN		831,100	75	
		6-		BOURBON BROWN	5, 400 4,300	26.61	79 82	ADAIR	4,300	62	
	30	6: 6:	8.1 9.2	BUTLER CHASE	13,400 1,400		76	ALLEN ANDERSON	3,700 2,300	60 71	
	1.90	36T 6-7	8	CHASE TAUQUA	2,200	ϵ	64 7 k	BALLARD	2,800	62	
	*(4	81	94	CHEROKEE	7,400		78	BARREN BATH	2,700	54	
	4	~	14	(HEYENNE (LARK	1,400 1,100	18	79 7.	BELL,	7,800	65	
		78 9	99 87	€ LAY	3,700	T _a	79	BOONE BOURBON	6, 100 4, 800	90 68	
		91	63	CPOT D	4 600	66	67	BOYD	1,800 15,300	93	
		qn	92	COFFEY	2,700 1,000	67	611 7 m	BOYLE	6,000	65	
	94	1.	9	COMPEL	1,000	51	7	BRACKEN BREATHITT	2,200 3,900	84 53	
			. 1	CRAWPORD DECATER	12,900	%1 61	×2 74	BRECKINBIDGE	4,100	79	
			Pris.	DICKINSON	7,400	+1	74	BULLITT	4,600	91 54	
		ŕ	F.7	DONIPHAN	3,000	5.9	83	BUTLER CALDWELL	2,600 3,600	5 4 5 2	
			9"	DOUGLAS	10,600	75 82	81	CALLOWAY	6,100	″.♀	
		34 A	£3 90	ELK	1,800 1,800	82 65	73 73	CAMPBELL CARISLE	27,100 1,700	94 62	
		4		ELLIS	5, 400	75	×3	CARBOLL	2,300	90	
		74 96	Te 87	ELLSWORTH FINNEY	2,600 4,000	69 60	83 82	(VRTER CASEY	5,300 4,100	83 6 9	

STATE & COUNTY	TOTAL HOUSEHOLOS	NI ELSEN	ARB
CLAY	4,900	45	57
CLINTON	2,300	45	56
CRITTENDEN	2,800	52	42
CUMBERLAND	2,500	58	53
DAVIESS	19,500	80	84
EDMONSON	2,000	61	52
ELLIOTT	1,400	83	64
ESTILL	3,400	46	45
FAYETTE	36,000	69	73
FLEMING	2,900	64	61
FLOYD	9,900	80	70
FRANKLIN	9,800	75	83
FULTON	3,000	58	78
GALLATIN	1,300	90	78
GARRARD	2,600	65	54
GRANT	2,700	90	83
GRAVES	9,700	59	68
GRAYSON	5,100	60	6 0
GREEN	3,400	63	56
GREENUP	7,000	83	65
HANCOCK	1,400	78	59
HARDIN	14,500	85	69
HARLAN	11,900	68	63
HARRISON	4,300	75	78
HART	3,900	60	59
HENDERSON	10,500	77	78
HENRY	3,200	77	68
HICKMAN	2,100	62	65
HOPKINS	12,000	62	69
JACKSON	3,000	44	24
JEFFERSON	175,400	93	86
JESSAMINE	3,700	65	58
JOHNSON	5,100	73	66
KENTON	41,300	95	68
KNOTT	3,400	53	49
KNOX	6,600	56	52
LARUE	2,900	62 44	65 60
LAUREL LAWRENCE LEE	6,800 3,200 2,000	73 50	54 44
LESLIE	3,600	45	45
LETCHER	6,100	58	51
LEW1S	3,200	64	62
LINCOLN	4,300	59	48
LIVINGSTON	2,000	57	56
LOGAN	5,700	71	73
LYON	1,500	58	65
MC CRACKEN	18,200	66	75
MC CREARY	2,700	54	58
MC LEAN	2,700	58	59
MADISON	9,600	56	61
MAGOFFIN	2,600	53	53
MARION	3,600	74	71
MARSHALL	4,900	62	74
MARTIN	2,000	74	62
MASON	5,000	84	75
MEADE	2,200	79	58
MENIFEE	700	47	51
MERCER	4,000	65	73
METCALFE	2,500	58	48
MONROE	3,400	58	61
MONTGOMERY	2,900	55	68
MORGAN	2,700	50	58
MUHLENBERG	7,600	64	72
NELSON	4,900	91	74
NICHOLAS	2,200	68	65
OHIO	4,800	57	65
OLDHAM	3,200	77	82
OWEN	2,500	75	64
OWSLEY PENDLETON	3,300	83	45 75
PERRY	7,800	59	53
PIKE	15,500	70	63
POWELL	1,500	46	34
PULASKI	9,200	56	54
ROBERTSON	600	83	58
ROCKCASTLE	2,900	44	54
ROWAN	2,600	64	67
RUSSELL		60	54
SCOTT	3,100 3,800	75	60
SIMPSON	5,000	77	80
	3,000	72	73
SPENCER	1,500	91	73
TAYLOR	4,800	63	64
TRIGG	3,300 2,200	72 58	72
TRIMBLE	1,500	77	69
UNION	3,600	56	77
WARREN	12,800	69	77
WASHINGTON	3,000	74	70
WAYNE	3,900	45	55
WEBSTER	4,400 6,700	56 55	68 73 37
WOLFE	1,600 3,200	50 75	60
LOUISIANA			
LOUISIANA	855,800	79	81
ACADIA	13,200	66	77
ALLEN	5,900	65	
ASCENSION	6,600 4,100	68 63	81
ASSUMPTION			

STATE & COUNTY	TOTAL Householos	% TV HOUSE NIELSEN	ARB
BEAUREGARD	6,300	65	61
BIENVILLE	4,200	63	78
BOSSIER	12,200	81	68
CADDO	60,500	87	87
CALCASIEU	39,400	78	85
CALDWELL	2,500	67	67
CAMERON	1,600	66	80
CATAHOULA CLAIBORNE	2,800 5,700	63 63	64 69
CONCORDIA	4.400	63	65
DE SOTO	5,600	75	66
E BATON ROUGE	64,700	85	85
EAST CARROLL	3,500	69	61
E FELICIANA	3,000	62	66
EVANGELINE	8,700	65	68
FRANKLIN	7.200	71	61
GRANT	2,800	70	73
IBERIA	13,700	71	83
IBERVILLE	7,000	64	77
JACKSON	3,500	70	81
JEFFERSON	56,700	88	80
JEFF DAVIS	7,800	66	81 82
LAFAYETTE	20,700	73 82	79
LA SALLE	11,800 3,80 0	68	69
LINCOLN		66	81
LIVINGSTON	7,100 6,100	68	70
MADISON	4.200	69	6I
MOREHOUSE	8.900	69	80
NATCHITOCHES	10,900	68	65
ORLEANS	180,100	88	92
OUACHITA	25.700	81	83
PLAQUEMINES	4,900	83	81
POINTE COUPEE	5,200	62	73
RAPIDES	30,700	79	80
RED RIVER	2,800	74	73 70
RICHLAND	6,100	79	56
SABINE ST BERNARD	5,300 7,300	60 87	78
ST. CHARLES	3,700	78	85
ST HELENA	2,300	62	67
ST JAMES	3,400	78	75
ST JOHN BAPTIST		78	77
ST LANDRY	21,100	66	7.4
ST MARTIN	6,200	62	76
ST MARY	10,800	71	76
ST TAMMANY	8,900	78	81
TANGIPAHOA	16,900	86	76
TENSAS	3.000	69	63
TERREBONNE	13,900	85	83
UNION	4,600	66	70 78
VERMILION	10,600	65 60	62
VERNON	6,700	60 82	75
WASHINGTON WEBSTER	11,400 10,400	79	80
		64	89
W BATON ROUGH WEST CARROLL	3,500	79	69
W FELICIANA	1,800	62	77
WINN	4,400	70	73
	-,		

	260,900	90	88
ANDROSCOGGIN	23,900	93	94
AROOSTOCK	23,900	81	83
CUMBERLAND	51,800	92	95
FRANKLIN	4,900	87 ,	84
HANCOCK	10,500	88	81
KENNEBEC	23,600	92	88
KNOX	8,800	89	82
LINCOLN	5,300	91	85
OXFORD	11,500	91	8.5
PENOBSCOT	31 000	92	87
PISCATAQUIS	4,800	88	88
SAGADAHOC	5,500	91	86
SOMERSET	11,100	84	82
WALDO	6,200	89	83
WASHINGTON	9,800	88	81
YORK	28,100	92	88

	865,600	90	90
ALLEGANY	26,300	77	82
ANNE ARUNDEL	51,600	92	91
BALTIMORE	415,700	91	92
CALVERT	3,600	86	90
CAROLINE	5,300	88	85
CARROLL	13,800	92	91
CECIL	12,400	89	91
CHARLES	8,300	86	89
DORCHESTER	8,200	87	82
FREDERICK	19,000	89	84
GARRETT	4,900	64	73
HARFORD	19.300	91	89
HOWARD	8,500	88	89
KENT	4,300	88	93
MONTGOMERY	86,600	93	91
PRINCE GEORGE	103,500	92	99
QUEEN ANNES	4,800	88	85

Far - Reaching!



Yep, gonna build a motel right here.



Sure, we plan to advertise



on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.



MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor WCSH Radio, Portland WLBZ Rodio, Bangor WRDO Rodio, Augusta

TV	SET	CO	ы	INT	Г
1 V	351	\sim	v	141	

(Continued from page 63)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSE	ARR
ST MARYS	9,500	86	80
SOMERSET	5,500	81	72
TALBOT	6,300	87	86
WASHINGTON	26,600	84	80
WTCOMICO	14,300	87	88
WORCESTER	7,100	61	76

MASSACHUSETTS

	1,461,700	93	9
BARNSTABLE	17,300	92	9
BERKSHIRE	41,900	93	9
BRISTOL	120,700	93	9
DUKES	1.800	90	8
ESSEX	171,000	93	8
FRANKLIN	17,300	90	5
HAMPDEN	112,900	93	9
HAMPSHIRE	23,300	91	9
MIDDLESEX	33,600	93	9
NANTUCKET	1,000	91	7
NORFOLK	140,200	93	10
PLYMOUTH	70,200	93	9
SUFFOLK	239,200	93	9
WORCHESTER	171,300	93	9

MICHIGAN			
	2,336,700	92	93
ALCONA	1,000	84	66
ALGER ALLEGAN	2,900 18,700	75 92	85 86
ALPENA	8,000	72	78
ANTRIM	3 200	82	84
ARENAC	2,900	87	85
BARAGA	1,800	76	80
BARRY BAY	10,300 30,700	91 93	85 93
BENZ1E	2,300	83	86
BERRIEN	49,100	93	90
BRANCH	11,600	87	85
CALHOUN CASS	42,100	93	92
CHARLEVOIX	10,200 3,900	90 76	81 90
CHEBOYGAN	4,000	77	82
CHIPPEW'A	9,400	76	85
CLARE	3,900	89	89
CLINTON CRAWFORD	10,000 1,300	93 84	91 79
DELTA	9,900	81	89
DICKINSON	7,100	85	89
EATON	14,800	91	93
EMMET	4,600	77	80 94
GENESEE	116,000	91	
GLADWIN GOGERIC	2,900 8,000	89 78	86 92
GR TRAVERSE	9,400	82	90
GRATIOT	10,800	92	84
HILLSDALE	10,500	86	87
HOUGHTON	9,700 9,400	73 92	00 18
HURON INGHAM	64,600	93	93
IONIA	12,400	92	89
10SC0	5,200	87	89
1RON	5,800	76	88
1SABELLA JACKSON	8,400 38,300	89 93	81 92
KALAMAZ00	48.700	94	94
KALKASKA	1,300	82	78
KENT	106,700	93	94
KEWEENAW LAKE	700 1.500	76 89	76 85
LAPEER	11,600	92	85
LEELANAU	2,600	82	74
LENAWEE	24,900	92	88
LIVINGSTON LUCE	11,300 1.600	92 7.5	92 79
MACKINAC	3,000	77	73
МИСОИВ	109,100	94	97
MANISTEE	6,300	83	89
MARQUETTE	14,500	77	90
MASON MECOSTA	8,600 5,800	82 91	77 82
MENOMINEE	7,200	85	91
MIDLAND	14,000	90	92
MISSAUKEE	1.900	82	70
MONROE MONTCALM	29,600 11,900	93 93	90 84
MONTMORENCY	1,200	72	70
SKEGON	43,900	94	10
NEWAWGO	7,600	89	7.0
OAKLAND OCEANA	197,600 4,700	94 82	97 80
OG EMAW	2,500	81	90
ONTONAGON	3,000	77	71
OS EOLA	3,800	91	85
08CODA CTSEGO	900 2,000	85 84	77 79
OTTAWA	29,800	81 92	94
R SQUE ISLE	3,200	72	64
	-,		

	TOTAL	TV HOUSE	CHOLDS
STATE & COUNTY	HOUSEHOLDS	NIELSEN	ARB
ROSCOMMON	2,300	84	80
SAG1NAW	55,000	93	93
ST CLAIR	31,200	93	90
ST JOSEPH	15,000	93	88
SAN1LAC	11,000	90	8.8
SCHOOLCRAFT	2,400	75	86
SHIAWASSEE	16,900	93	86
TUSCOLA	13,300	91	81
VAN BUREN	16,500	92	89
WASHTENAW	43,400	93	93
WAYNE	828,000	94	96
WEXFORD	5,600	83	90

WEXFORD	5,600	83	90
MINNESOTA			
MINITESOTA	974,300	87	88
AITKIN	3,800	77	76
ANOKA BECKER	18,700 6,600	97 69	9 l 80
BELTRAMI	7,000	48	48
BENTON BIG STONE	4,900	66	70
BIG STONE BLUE EARTH	2,300 12,000	64 93	88 88
BROWN CARLTON	8,100	84 77	€6 89
CARVER	7,400 5,500	94	90
CASS	5,100	52	48
CHIPPEWA CHISAGO	4,700 4,500	61 93	გე 93
CLAY CLEARWATER	10,000	90	88
COOK	2,600 1,300	48 74	54 79
COTTONWOOD	4,800	77	70
CROW WING DAKOTA	9,600 19,300	66 96	70 92
DODGE	3,900	84	90
DOUGLAS FARIBAULT	6,600 7,500	58 77	78 53
FILLMORE	7,800	77	84
FREEBORN GOODHUE	10,300 9,700	91 95	90 87
GRANT	2,800	60	74
HENNEPIN HOUSTON	252,000	97	95
HUBBARD	4,500 2,700	77 52	84 55
ISANTI	3,200	93	87
1TASCA JACKSON	11,100 4,200	79 85	81 74
KANABEC	2,500	78	75
KANDIYOHI KITTSON	8,300 2,600	81 58	83 67
KOOCHICHING	5,000	50	62
LAC QUI PARLE	3,600	65 74	79 93
LAKE OF WOODS	4,000 1,300	50	50
LE SUEUR	6,000	83	84
LINCOLN LYON	2,900 6,700	69 65	70 78
MC LEOD	7,700	89	92
MAHNOMEN MARSHALL	1,500 4,100	69 58	72 82
MARTIN	8,600	77	90
MEEKER	5,400	81	86
MILLE LACS MORRISON	4,900 7,200	66 60	81 80
MOWER	13,900	92	96
MURRAY NICOLLET	4,000 5,300	80 84	90 84
NOBLES	6,300	85	86
NORMAN OLMSTED	3,200 16,200	69 96	85 90
OTTER TAIL	13,500	68	65
PENNINGTON PINE	3,400	65	79
PIPESTONE	5,100 3,900	77 80	76 90
POLK	10,700	69	83
POPE RAMSEY	3,400 122,600	58 97	84 95
RED LAKE	1,300	65	73
REDWOOD RENVILLE	6.400 7,100	78 78	69 67
RICE	9,700	95	54
BOCK	3,300	80	84
ROSEAU ST LOUIS	3,800 71,400	58 91	54 91
SCOTT	5,300	94	\$6
SHERBURNE SIBLEY	3,100 4,300	88 89	18 18
STEARNS	19,900	90	88
STEVENS	7,500 2,900	84 64	87 71
SWIFT	4,100	65	85
TODD	6,700	60 63	63
TRAVERSE WABASHA	2,200 5,300	88	79 89
WADENA	4,100	52	55
WASECA WASHINGTON	4,800 11,900	83 96	79 89
WATONWAN.	4,200	77	79
WILKIN WINONA	2,500 11,600	90 73	78 84
WRIGHT	8,200	88	86
YELLOW MEDICIN		69	82

STATE & COUNTY	TOTAL HOUSEHOLD	TV HOUSEH	AR
		HILLSEN	
MISSISSIPPI	555,700	64	-
ADAMS	10,600	60	
ALCORN AMITE	7,100 4,000	60 50	
ATTALA	5,800	58	5
BENTON BOLIVAR	2,000 15,100	57	
CALHOUN	4,000	50	1
CARROLL CHICKASAW	2,800 4,400	51 51	5
CHOCTAW	2,200	46	- 1
CLAIBORNE CLARKE	2,600 4,300	59 59	1:
CLAY	4,100	53	\$ 51
COAHOMA COPIAH	13,400 7,300	58 #2	8
COVINGTON	3,600	62	81
DE SOTO FORREST	5,600 14,500	71 60	5
FRANKLIN GEORGE	2,100 2,600	59 56	7
GREENE	1,700	56	- 1
GRENADA	4,700	51	7.1
HANCOCK HARRISON	3,200 29,300	79 76	85
HINDS	47,900	83	91
HOLMES HUMPHREYS	8,200 4,100	63 60	70
1SSAQUENA 1TAWAMBA	700	60 59	81 71
JACKSON	3,900 13,100	86 86	87
JASPER	4,400	86	82
JEFFERSON JEFF DAVIS	2,400 3,500	59 57	71
JONES KEMPER	16,500 2,700	67 57	81- 27
LAFAYETTE	4,800	51	73
LAMAR	3,200	59	81
LAUDERDALE LAWRENCE	19,600 2,800	78 57	87 71
LEAKE	4,700	58	71
LEE LEEFLORE	11,100 12,300	69 56	81 76
LINCOLN	7, 100	58	81
LOWNDES MADISON	10,900 6,900	51 65	81
MARION	6,100	54	8-
MARSHALL MONROE	3,100 8,900	56 58	81
MONTGOMERY	3,300	51	6 -
NESHOBA NEWTON	5,000 5,200	57 66	81
NOXUBEE	3,900	58	80
OKTIBBEHA PANOLA	5.900 7,100	53 73	71
PEARL RIVER	5,700	. 79	80
PERRY P1KE	2,200 9,200	56 61	82
PONTOTOC	4,900	57	75
PRENTISS QUITMAN	4,800 5,100	59 60	75
RANKIN	6,300	58	81
SCOTT SHARKEY	5,000 2,500	58 60	77
SIMPSON	5,300	58	80
STONE	3,700	58	68
SUNFLOWER	1,600 11,300	51	76
TALLAHATCHIE TATE	6,100 4,400	59 7 [\$5 87
TIPPAH	4,100	60	73
TISHOMINGO TUNICA	4.100 5,200	60 60	6F 81.
UNION	5,800	57	79
WALTHALL WARREN	3,600 12,400	55 69	78 80
WASHINGTON	21,100	60	71
WAYNE WEBSTER	3.900 2,600	59 56	8n 89
WILKINSON	2,700	50	82
WINSTON TALOBUSHA	4,600 3,200	58	8£ 62
YAZOO	8,200	66	80
MISSOURI	1,373,300	89	82
ADAIR	6,500	66	71
ANDREW	3.700 2,900	82 71	81 83
ATCHISON AUDRAIN	8,900	77	88
BARRY	6,500	68	63 69
BARTON BATES	3,900 5 900	67 74	8 3
BENTON BOLLINGER	2,700 2,600	79 75	79 67
BOONE	15.500	83	80
BUCHANAN	32,700	92 70	86 69
BUTLER CALDWELL	10,800 3 300	82	83
CALLAWAY CAMDEN	6,200 2,100	77 76	82 57
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(Please	turn to p	age 00)	

IN DETROIT

THEY'RE GLUED TO CHANNEL 2

Daytime Dominance

WJBK-TV 36 1sts 5 2nds

Out of

42

Daytime Quarter Hour Periods

(7:30 a.m.—6 p.m. Mon, thru Fri.)

a STORER station WJBK-TV DETROIT Channel 2 CBS
NATIONAL REPRESENTATIVES: THE KATZ AGENCY

...and that's not all!

WJBK-TV Ranked

1st in OVERALL SHARE

OF AUDIENCE FROM

SIGN-ON to SIGN-OFF

1st in 5 OF THE 6

3-HOUR SEGMENTS

April 1960 Nielsen

TV SET COUNT

(Continued from page 64)

•	1 0	,	
STATE & COUNTY	TOTAL NOUSEHOLDS	% TV HOUS	ENOLDS ARB
CPE GIRARDEAU	11.800	84	86
CARROLL	4,600	77	79
CARTER	1,400	57	61
CASS	6,700	80	82
CEDAR	3,400	67	67
CHARITON	4,100	63	73
CHRISTIAN	3,700	73	77
CLARK	2,600	80	76
CLAY	29,000	96	92
CLINTON	3,500	91	89
COLE	11,500	88	91
COOPER	4,700	75	81
('RAWFORD	3.100	63	63
DADE	2,600	68	67
DALLAS	2,700	76	68
DAVIESS	3,200	82	59
DE KALB	2,300	82	84
DENT	3,000	70	51
DOUGLAS	2,800	66	60
DUNKLIN	11,000	75	72
FRANKLIN	12,300	83	70
GASCONADE	4,100	75	79
GENTRY	3,100	76	84
GREENE	42,300	95	89
GRUNDY	4,200	80	82
HARRISON	4,200	76	73
HENRY	6,500	79	77
HICKORY	1,600	79	57
HOLT	2,500	71	87
HOWARD	3,400	74	78
HOWELL	5,800	54	50
IRON	1,900	63	62
JACKSON	211,600	97	92
JASPER	28,600	89	83
JEFFERSON	19,800	95	87
JOHNSON	8,000	80	74
KNOX	2,700	80	71
LACLEDE	6,000	76	79
LAFAYETTE	7,700	84	84
LAWRENCE	7.200	68	76
LEWIS	3,400	80	86
LINCOLN	5,600	87	79
LINN	6,100	63	81
LIVINGSTON	5,100	80	76
MC DONALD	4,200	76	65



A TELEVISION **ADVERTISING DOLLAR WELL SPENT**

Sell Western Montana At \$1 per 1,000 TV Homes

- At \$1 per 1,000 TV Homes

 9 OUT OF EVERY 10 TV HOMES view only
 KMSO-TV in Far-Western Montana. Captive Audience in 90% of the area.

 7 CITIES ENJOY KMSO-TV's Best Lineup
 of CBS, NBC, & ABC programs in Montana.
 Missoula, Butte, Anaconda, Helena, Hamilton Deer Lodge, and Kalispell.

 "Preferred City" (Missoula) Bank Debits
 hit +20%, highest of all Montana cities.
 18 V.H.F. Boosters "extend" coverage of
 KMSO-TV to

58,475 TV HOMES



NATIONAL REPRESENTATIVES FOR JOE-TV, INC.

STATE & COUNTY	TOTAL HOUSENOLDS	% TV HOUSE NIELSEN	ARB
MACON MADISON	7,200 2,900	77 75	79 57
MARIES	2,100	75	68
MARION MERCER	9,900 2,000	94 76	60
MILLER	4,400	75	72
MISSISSIPPI MONITEAU	5,500 3,200	66 75	76 88
MONROE MONTGOMERY	3,100 3,500	83 87	83 76
MORGAN	2,900	75	. 78
NEW MADRID NEWTON	8,800 9,400	72 75	66 74
NODAWAY OREGON	7,400 3,000	70 49	82 41
OSAGE	3,000	75	78
OZARK PEMISCOT	2,500 10,600	66 80	57 66
PERRY	3,400	82	78
PETTIS PHELPS	12,600 8,100	83 70	84
PIKE	5,900	83	77
PLATTE POLK	6,900 4,700	91 76	88 73
PULASKI	9,100	78	71
PUTNAM RALLS	2,800 2,200	66 83	68 68
RANDOLPH	8.000	74	78
RAY REYNOLDS	5,400 1,500	81 57	81 59
RIPLEY	3,000	57	55
ST CHARLES ST CLAIR	11,700 2,900	94 79	87 64
ST FRANCOIS	11,600	86	84
ST LOUIS	465,600	97	84
STE GENEVIEVE SALINE	3,100 8,000	82 76	84 79
SCHUYLER SCOTLAND	I,600 2,400	66 80	76 81
SCOTT	8,800	80	80
SHANNON	1,700	49	28
SHELBY STODDARD	3,100 8,400	77 80	80 72
STONE SULLIVAN	2,700 3,300	7 4 67	67 69
TANEY	3,100	73	63
TEXAS	5,700	54	60
VERNON WARREN	6,300 2,400	74 87	73 75
WASHINGTON	3,800	63	68
WAYNE WEBSTER	2,400 4,200	75 76	92 68
WORTH	1,600	76 66	79 58
WRIGHT	4,100	60	00
MONTANA			
DEATEBUELD	213.900 2,700	6-1 5-1	69
BEAVERHEAD BIG HORN	2,800	50	61
BLAINE BROADWATER	2,600 700	51 54	56 68
CARBON	2,400	59	70
CARTER CASCADE	800 23,100	44 77	27 86
CHOUTEAU	2,400	66 44	77 65
CUSTER	4,000	44 45	71
DANIELS	1,000	40	
DAWSON	3,300	52	87
DAWSON DEER LODGE FALLON	3,300 6,400 1,100	52 53 45	87 90 65
DAWSON DEER LODGE FALLON FERGUS	3,300 6,400 1,100 4,400	52 53 45 53	87 90
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN	3,300 6,400 1,100	52 53 45	87 90 65 66 82
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD .	3,300 6,400 1,100 4,400 10,400 7,800 600	52 53 45 53 67 50 45	87 90 65 66 82 71 63
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400	52 53 45 53 67 50 45 58 56	87 90 65 66 82 71 63 73 63
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE	3,300 6,400 1,100 4,400 10,400 7,300 600 3,000 400 1,000	52 53 45 53 67 50 45 58 56 53	87 90 65 66 82 71 63 73 63
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000	52 53 45 53 67 50 45 58 56 53 51	87 90 65 66 82 71 63 73 63 69
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700	52 53 45 53 67 50 45 58 56 53	87 90 65 66 82 71 63 73 63 69
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54	87 90 65 66 82 71 63 73 63 69 75 71 73 58
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE	3,300 6,400 1,100 4,400 10,400 7,300 600 3,000 400 1,000 5,500 1,000 700 3,700	52 53 45 53 67 50 45 58 56 53 51 50 54 62	87 90 65 66 82 71 63 73 63 69 75 71 73 58
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300 500 3,400	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54	87 90 65 66 82 71 63 73 63 69 75 71 73 58 79 72 74
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL IEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN	3,300 6,400 1,100 4,400 10,400 7,300 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 62 54	87 90 65 66 82 71 63 63 63 75 71 73 58 59
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300 500 3,400 1,000 1,800 1,800 1,000	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 51 60 53 50 54	87 90 65 66 82 71 63 63 63 69 75 71 73 58 74 47 75 53
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GLACIER GLACIER HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 7,500 1,000 7,00 3,700 10,300 5,00 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 53 50 54 62 54	87 90 656 82 71 63 63 69 75 71 73 58 72 74 47 75 53
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL LEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL MISSOLLA MI'SSELSHELL PARK	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300 500 3,400 1,000 1,800	52 53 45 53 67 50 45 58 56 53 51 54 62 54 51 60 53 50 54 69 54 55 56 53	87 90 65 66 82 71 63 63 69 75 71 73 75 75 75 75 77 75 77 77 77 77 77
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEA GHER MINERAL MISSOULA MI'SSELSHELL	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 7,500 1,000 7,00 3,700 10,300 5,00 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 53 50 54 62 54	87 90 65 66 82 71 63 63 69 75 71 73 58 75 72 72 74 47 75 75 75 75 76 76 76 76 76 76 76 76 76 76 76 77 77
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL LEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL MISSOCLA MISSELSHELL PARK PETROLEUM PHILLIPS PONDERA	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 3,700 10,300 500 3,400 1,000 1,80	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 51 60 53 50 54 69	87 90 65 66 82 71 73 63 69 75 71 73 58 79 74 47 75 73 83 76 62 74
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL MISSOULA MI'SSELSHELL PARK PETROLEUM PHILLIPS PONDERA POWDER RIVER POWELL	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 7,500 1,000 7,500 3,700 10,300 5,500 1,000 3,400 1,000 1,800 1,800 1,800 1,600 3,600 3,600 3,000 2,000 2,000 2,200	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 51 60 53 50 54 65 53 54 62 54 55 56 57 57 58 58 58 58 58 58 58 58 58 58 58 58 58	87790068822711136688227111111111111111111111111111111111
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL LEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL MISSOULA MISSOULA MISSOULA MISSOULA MISSOULA MISSOULA MISSOULA PARK PETROLEU'M PHILLIPS PONDERA POWDER RIVER POWELL PRAIRIE	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 3,700 10,300 500 3,400 1,000 1,800 1,800 1,800 1,800 1,800 1,800 2,000 2,000 800 2,000 2,000 700	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 51 60 53 50 54 69 45 69 45 69 45 56	877 900 666 666 822 711 733 755 887 772 744 755 757 767 773 774 775 775 775 775 775 775 775 775 775
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITE HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON ME CONE MADISON MEAGHER MINERAL MISSOULA MI'SSELSHELL PARK PETROLEUM PHILLIPS PONDERA POWDER POWELL PRAIRIE RAVALLI BRICHLAND	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 7,500 1,000 7,500 1,000 3,700 10,300 5,500 1,000 3,400 1,000 1,600 3,600 3,600 3,600 3,600 2,000 2,000 2,000 4,000 4,000 2,200 700 4,000 2,900	52 53 45 53 67 50 45 58 56 53 51 50 54 62 54 51 60 53 50 54 69 54 59 56 69 54 55 60 53 56 56 53 56 56 57 57 58 58 58 58 58 58 58 58 58 58 58 58 58	877 900 666 822 711 713 715 715 715 715 715 715 715 715 715 715
DAWSON DEER LODGE FALLON FERGUS FLATHEAD GALLATIN GARFIELD GALLATIN GARFIELD GLACIER GOLDEN VALLEY GRANITB HILL JEFFERSON JUDITH BASIN LAKE LEWIS & CLARK LIBERTY LINCOLN MC CONE MADISON MEAGHER MINERAL MISSOLLA MUSSELSHELL PARK PETROLEUM PHILLIPS PONDERA POWDER POWELL PRAIRIE RAVALLI	3,300 6,400 1,100 4,400 10,400 7,800 600 3,000 400 1,000 5,500 1,000 700 3,700 10,300 500 3,400 1,000 1,800 1,000 1,600 3,600 3,600 3,600 3,600 2,000 2,000 2,000 2,000 4,000	52 53 45 53 67 50 45 58 56 53 51 50 54 54 55 53 50 54 53 50 53 54 55 53 56 53 56 53 56 53 56 56 57 57 58 58 58 58 58 58 58 58 58 58 58 58 58	877 900 656 666 666 666 666 666 666 666 666 6

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STATE & COUNTY	TOTAL HOUSEHOLDS	% TV NOUSER	ARB
SHERIDAN SILVER BOW	1,800	53 85	73
STILLWATER SWEET GRASS	20,500 1,800 900	59 59	83 68 50
TETON	2,300	69	80
TOOLE TREASURE VALLEY	2,500 300 4,200	51 54	77 67 70
WHEATLAND WIBAUX	900 400	45 54 54	69 61
YELLOWSTONE	25,300	82	87
NEBRASKA	443,000	84	86
ADAMS	9,300	86	86
ANTELOPE	3,500	69	70
ARTHUR	200	48	64
BANNER	500	62	77
BLAINE	200	57	82
BOONE	2,800	64	
BOX BUTTE BOYD	3,700 1,300	53 48	81 77 71
BROWN	1,400	48	66
BUFFALO	8,500	82	
BURT	3,500	87	91
BUTLER		82	84
CASS CEDAR	3,300 5,900 3,700	94 94	88 85
CHASE	3,700 1,300	56	82
CHEYENNE	2,600	52	70
	5,500	59	84
CLAY	3,200	77	88
	3,300	82	91
CUMING	3,800	64	77
CUSTER	5,500		75
DAKOTA	3,600	94	90
DAWES	2,800	4 5	67
DAWSON	6,400	82	87
DEUEL	900	55	85
DIXON	2,600	94	84
DODGE	10,000	96	91
DOUGLAS	103,400	97	96
DUNDY	I,000	56	79
FILLMORE	3,500	77	83
FRANKLIN	2,000	84	77
FRONTIER	1,400	63	91
FURNAS	2,900	84	72
GAGE	8,400	87	82
GARDEN	1,300	59	81
GARFIELD	800	58	76
GOSPER	700	85	84
GRANT	200	54	69
GREELEY	1,600	66	77
HALL	12,000	89	88
HAMILTON	3,100	83	92
HARLAN	1,800	84	80
HAYES HITCHCOCK	500 1,400	63 56	71 79 69
HOOKER	300	48	62
HOWARD	2,300	66	73
JEFFERSON	4,100	79	83
JOHNSON	2,000	87	74
KEARNEY	1,900	84	88
KEITH	2,500	62	87
KEYA PAHA	400	54	73
KIMBALL	1,900	63	83
KNOX	4,100	69	75
LANCASTER LINCOLN	47,300 9,600	63	91
LOGAN	400	46	70
LOUP	300	59	47
MC PHERSON	100	48	72
MADISON	8,100	91	80
MERRICK	2,800	64	82
MORRILL	2,200		68
NANCE	1,800	64	76
NEMAHA	3,100	82	85
NUCKOLLS	2,800	77	92
OTOE	5,900	82	68
PAWNEE	1,900	62	75
PERKINS PHELPS PIERCE	1,100 3,300 2,600	83 69	86 81
PLATTE	7,100	91	83
POLK REDWILLOW	2,600 4,000	84 63	89 82 76
RICHARDSON	4,700	80	62
ROCK	800	49	
SALINE	5,000	79	90
SARPY	7,500	96	88
SAUNDERS	5,700	96	80
SCOTTS BLUFF	10,600	66	86
SEWARD	4,200	79	73
SHERIDAN	3,000	53	82
SHERMAN	1,600	64	78
SIOUX	600	54	57
STANTON	1,600	82	7 I
THAYER	3,100	77	72
THOMAS	500	46	70
THURSTON	2,200	87	82
VALLEY	2,000	64	79
WASHINGTON	3,800	96	89
WAYNE	3,000	94	92

SIERRA SOCORRO	2,000 2,700 2,700	67 63	72 73	OURRITUCK DARE DAVIDSON	1,900 1,400 18,700	65 89	
SAN MIGUEL SANTA FE	5,200 10,700	53 74	70 82	CUMBERLAND	30,700	63 77	
SANDOVAL SAN JUAN	2,100 14,700	63 56	71 75	COLUMBUS CRAVEN	12,200 14,800	60 83	
RIO ARRIBA ROOSEVELT	6,100 4,000	59 60	68 73	CLAY OLEVELAND	2,300 15,900	51 80	
OTERO QUAY	11,900 3,700	68 63	81 70	CHEROKEE	4,200 3,200	51 65	_
MC KINLEY MORA	8,900 1,400	52 53	66 59	CATAWBA CHATHAM	19,000 6,700	90 69	
LUNA	3,100	65	74	CASWELL CASWELL	7,400 4,900	64 74	
LINCOLN LOS ALAMOS	2,100 3,500	65 78	80 72	CAMDEN	1,200	77	
HIDALGO LEA	1,300 14,600	62 65	72 83	CABARRUS CALDWELL	17.700 11,200	91 80	
HARDING	1,500 300	67 51	51	BUNCOMBE BURKE	36,800 12,200	77 82	
GRANT	13,700 4,600	62	61	BLADEN BRUNSWICK	6,800 5,100	56 61	
DONA ANA EDDY	12,300	86 74	78 83	BERTIE	5,100	72	
DE BACA	9,300	63	82 73	AVERY BEAUFORT	3,000 8,900	67 87	
COLFAX	16,100 3,500	48	57	ANSON ASHE	5 600 5,000	74 71	
CATRON CHAVES	700	62 81	14 83	ALLEGHANY	2,300	71	
BERNALILLO	245,900 70,900	74 92	78 84	ALAMANCE ALEXANDER	21,600 3,900	91 87	
NEW MEXIC					1,115,400	79	
				NORTH CAR	N IN A		
UNION WARREN	149,500	93 92	98 85				
SOMERSET	36,700 12,000	92 92	97 85	YATES	9,600 5,500	90	
SALEM	117,700 17,300	83	97	WESTCHESTER WYOMING	237,600	94 82	
OCEAN PASSAIC	27,800	93	98	WASHINGTON WAYNE	13,700 20,500	91 82	
MONMOUTH MORRIS	93,000 63,300	94 93	93 98	ULSTER WARREN	35,400 12,900	91	
MERCER MIDDLESEX	73,500 105,900	93 93	98 97	TOMPKINS	18,200	87	
HUNTERDON	14,800	93	90	SULLIVAN TIOGA	14,100 10,600	81 81	
GLOUCESTER HUDSON	38,400 190,400	93 91	98 97	STEUBEN SUFFOLK	29,500 163,800	85 92	
CUMBERLAND ESSEX	31,500 293,800	92 92	90 88	SENECA	8,100	91	
CAPE MAY	15,500	93	83	SCHOHARIE SCHUYLER	7,700 4,000	88 90	
BURLINGTON CAMDEN	47,100 109,600	93 93	97 98	SCHENECTADY	25,500 51,600	91 82	_
ATLANTIO BERGEN	47,300 247,200	94 93	92 98	ST LAWRENCE SARATOGA	34,000	79	
	1,751,500	93	97	RICHMOND ROCKLAND	61,500 33,000	93 84	
NEW JERSEY	•			RENSSELAER	575,000 44,000	93	_
SULLIVAN	8,700	88	81	PUTNAM QUEENS	7,400	87	
ROCKINGHAM STRAFFORD	26,700 15,200	8 2 9 2	85 85	OSWEGO OTSEGO	24,500 17,100	83 91	
MERRIMACK	50,300 18,300	92 91	88	ORANGE ORLEANS	52,800 10,400	92	
GRAFTON HILLSBORO	12,900	87	74	ONONDAGA ONTARIO	122,000 19,800	83 91	
CHESHIRE COOS	12,700 10,400	91 90	79 94	ONEIDA	69,100 72,800	94 94	
BELKNAP CARROLL	8,100 4,900	80 91	85 88	NEW YORK NIAGARA	581,400	91	
	168,200	91	88	MONTGOMERY NASSAU	19,200 405,400	91 94	
NEW HAMP	SHIRE			MADISON MONROE	15,400 181,300	92 93	
WHITE PINE	3,400	48	84	LIVINGSTON	12,300	90	
WASHOE	28,000	89	90	KINGS LEWIS	777,200 6,600	84 85	
PERSHING STOREY	1,100 200	45 57	74 54	HERKIMER JEFFERSON	20,000 27,000	92 83	
NYE ORMSBY	900 1,800	49 61	57 88	GREENE HAMILTON	9,400 1,400	80 91	
MINERAL	1,200	61 45	93	FULTON GENESED	16,500 15.700	90 84	
LANDER	400 900	48 49	74 64	FRANKLIN	12,300	79	
EUREKA HUMBOLDT	200 1,400	45 46	77 80	ERIE ESSEX	325,300 11,200	93 83	
ESMERALDA	200	48	****	DELAWARE DUTCHESS	13,900 45,600	86 91	
DOUGLAS ELKO	500 4,200	60 48	80 65	COLUMBIA CORTLAND	15,000	92	
CHURCHILL	1,900 41,400	44 83	90 85	CHENANGO CLINTON	13,400 15,400	90 93	
	89,600	77	85	CHEMUNG	47,500 30,400	92 89	
NEVADA				CAYUGA CHAUTAUQUA	21,800	93	
	4,600	84	82	BROOME CATTARAUGUS	62,100 25,100	82 83	
YORK	300	86 57	77 73	ALLEGANY BRONX	13,300 431,800	82 92	

STATE & COUNTY	TOTAL HOUSEHOLOS	% TV HOUSI	ARB
GRANVILLE	7,000	72	76
GREENE	3,600	72	71
GUILFORD HALIFAX	61,500 13,800	80 71	92 76
HARTNETT	12,800	62	80
HAYWOOD	10,700	68	81
HENDERSON	9,400	68	75
HERTFORD	5,000	75	75
HOKE HYDE	3,200 1,400	61 64	76 71
IREDELL	15.100	82	82
JACKSON	4,400	62	71
JOHNSTON	16,100	68	75
JONES	2,600	64	75
LEE	7,000	69	78
LENOIR LINCOLN	13,900 6,600	77 77	84
MC DOWELL	7,000	73	76
MACON	4,300	62	72
MAD1SON	4,600	59	73
MARTIN	6,300	72 89	83
MECKLENBERG MITCHELL	73,900 3,500	64	68
MONTGOMERY	3,900	75	76
MOORE	8,000	70	77
NASH	16,000	70	72
NEW HANOVER	21,400	77	81
NORTHAMPTON	5,800	75	71 77
ONSLOW ORANGE	6,800 9,600	70 84	68
PAMLICO	2,800	64	76
PASQUOTANK	6,700	76	88
PENDER	4,600	61	75
PERQUIMANS	2,500	76	76
PERSON	5,800	74	79
PITT	15,100	89	80
POLK RANDOLPH	3,100 14,700	85 85	68 80
RICHMOND	9,500	84	82
ROBESON	18,000	70	75
ROCKINGHAM	18,100	87	87
ROWAN	22,500	85	85
RUTHERFORD	10,800	83	78
SAMPSON SCOTLAND	11,600 5,600	65 61	74 80
STANLY		91	72
STANLI	10,600 5,100	91 79	75
SURRY	12,400	85	72
SWAIN	2,300	51	59
TRANSYLVANIA	3,700	62	80
TYRRELL	1,200	66	77
UNION VANCE	10,100 8,000	79 76	66 83
WAKE	41,000	83	85
WARREN	4,400	60	78
WASHINGTON	3,000	65	78
WATAUGA	4.400	67	78
WAYNE	16,900	80	81 79
WILKES WILSON	11,200 14,900	72 80	81
YADKIN YANCEY	6,300 3,500	80 59	68 71
	0,000		• •

NORTH DAKE			
	170,600	73	81
ADAMS	1,300	57	8
BARNES	4.700	89	8
BENSON	2,300	66	7
BILLINGS	400	51	5-
BOTTINEAU	2,800	64	7
BOWMAN	1,000	52	8.
BURKE	1,800	68	7:
BURLEIGH	8.200	82	89
CASS	20,200	92	89
CAVALIER	2,400	57	66
DICKEY	2,400	69	78
DIVIDE	1,400	51	63
DUNN	1,400	64	60
EDDY	1,300	66	81
EMMONS	2.000	78	7:
FOSTER	1.500	66	86
GOLDEN VALLEY	800	52	86
GRAND FORKS	13,200	81	8€
GRANT	1,500	85	6-
GRIGGS	1,400	88	80
HETTINGER	1.700	58	79
KIDDER	1,400	78	73
LA MOURE	2,100	69	80
LOGAN	1,100	69	73
MC HENRY	2,600	64	79
MC INTOSH	1.800	68	72
MC KENZIE	2,000	51	68
MO LEAN	4,800	60	71
MERCER	2,000	63	70
MORTON	5,400	85	88
MOUNTRAIL	2,800	51	68
NELSON	1,700	82	80
OLIVER	500	60	75

TV SET COUNT

(Continued from page 67)

(Continued from page ()) TOTAL % TV HOUSEHOLDS				
STATE & COUNTY	TOTAL HOUSEHOLOS	NIELSEN	ARB	
PEMBINA	3,400	62	78	
PIERCE RAMSEY	2,000 3,300	65 57	77 92	
RANSOM	2,100	78	74	
RENVILLE	1,200 5,200	65 79	79 85	
RICHLAND ROLETTE	2.300	57	68	
SARGENT SHERIDAN	1,700 1,100	79 65	85 81	
SIOUX	600	85	70	
SLOPE	499 4,400	51 57	63 80	
STARK STEELE	1,200	89	82	
STUTSMAN TOWNER	7,000 1,200	76 58	76 75	
TRAILL	2,900	89	87	
WALSH WARD	4.600 12.400	62 82	89 85	
WEILS	2,700	6.5	71	
WILLIAMS	8,000	51	76	
оню				
00	2.898,200	93	92	
ADAMS	6,900	90	64	
ALLEN ASHLAND	31,200 11,700	92 93	9I 90	
ASHTABULA	29,700	93	83	
ATHENS AUGLAIZE	13,100	92	81	
BELMONT	27,300	92	93	
BROWN BUTLER	7,800 53,800	90	84 96	
CARROLL	5,900	91	80	
CHAMPAIGN CLARK	9,200 36,600	92 93	87 98	
CLERMONT	21,400	93	98	
CLINTON COLUMBIANA	8,800 33,300	91 93	87 86	
COSHOCTON	10,300	88	82	
CRAWFORD CUYAHOGA	14,200 498,400	92 94	87 96	
DARKE	14,300	92	81	
DEFIANCE	9,300	92	89	
DELAWARE ERIE	9,800 21,400	94 92	89 89	
FAIRFIELD FAYETTE	20,500 8,300	94 90	88 86	
FRANKLIN	198,500	94	97	
FULTON	9,300	91	78	
GALLIA GEAUGA	7.900 10,600	89 92	85 91	
GREENE GUERNSEY	24,400 11,700	94 89	92 77	
HAMILTON	270,300	93	94	
HANCOCK HARDIN	16,500 9,300	92 92	89 82	
HARRISON	5,900	91	83	
HENRY HIGHLAND	7,200 10,000	92 89	88 80	
HOCKING	5.800	92	84	
HURON	5,400 13,700	90	76 94	
JACKSON	9,100	93 91	78	
JEFFERSON KNOX	29,900 12,300	92 93	91 86	
LAKE	38,800	94	96	
LAWRENCE	15,700	93	89	
LICKING LOGAN	27,200 11,200	92 92	89 91	
LUCAS	61,300 144,700	94 94	95 97	
MADISON	7,700	91	91	
MAHONING	82,800	94	94	
MARION MEDINA	I8,100 I5,600	93 94	89 9 n	
MEIGS	7,100	90	80	
MERCER MIAMI	0,600 22,800	91 91	78 90	
MONROE	4,700	90	80	
MONTGOMERY MORGAN	158,700 4,400	95 90	96 84	
MORROW	6,000	92	7.8	
MUSKINGUM NOBLE	24,300 3,800	89 90	86 86	
OTTAWA	11,100	92	94	
PAULDING PERRY	5,700 8,100	90 92	77 81	
PICKAWAY	9,000	93	86	
PIKE POSTAGE	7,900 24,200	90 92	78 81	
PRERLE	9,800	93	.86	
PUTNAM RICHLAND	×,300 32,800	90 93	87 86	
ROSS	18.400	93	85	
SANDUSKY	19,500 30,400	93 93	90 76	
SCIOLO				
SCIOTO ENECA	17,100	91	91	
		91 02 93	91 84 92	

STATE & COUNTY	TOTAL HOUSEHOLOS	% TV HOUSE	HOLDS
SUMMIT	154,500	94	
TRUMBULL	59,100	93	95 95
TUSCARAWAS	24.100	92	80
UNION	7,600	91	82
VAN WERT	10,200	91	82
VINTON	2,900		72
WARREN	16,000	93	88
WASHINGTON	16,000	90	82
WAYNE	20,200	9 <u>1</u>	89
WILLIAMS	10,000	91	87 85
WYANDOT	21,600 6,800	9 I	83
OKLAHOMA			
45.445	679,700	82	83
ADAIR	3,600	65	74
ALFALFA	2,400	75	81
ATOKA	3,100	74	69
BEAVER	1,800	59	70
BECK11AM	5,000	61	77
BLAINE	3,500	80	89
BRYAN	7,100	72	74
CADDO	7.400	80	79
CANADIAN	6.800	85	82
CARTER	13,400	74	17
CHEROKEE	4,900	73	70
CHOCTAW	3,900	53	58
CIMARRON	1,100	54	65
CLEVELAND	12,000	88	82
COAL	1,600	73	78
COMANCHE	19,100	86	86
COTTON	2,500	76	79
CRAIG	4,600	77	77
CREEK	11,800	87	83
CUSTER	5,300	69	85
DELAWARE	4,100	77	69
DEWEY	1,600	69	81
ELLIS	2,200	61	57
GARFIELD	14,600	83	88
GARVIN	8,200	79	80
GRADY	9,300	86	79
GRANT	2,400	75	84
GREER	2,600	63	76 74
HARMON	1,700	63	77
HARPER	1,400	67	
HASKELL	2,900	59	61
HUGHES	4,100	69	80
JACKSON	8,200	63	73
JEFFERSON	2,400	76	80
JOHNSTON	2,500	74	72
KAY	15,600	84	85 87
KINGFISHER	2,800	80	77
KIOWA	4,100	75	
LATIMER	1.900	59	58
LE FLORE	7.800	63	70
LINCOLN	5,600	83	81 85
LOGAN	5,500	76	7.8
LOVE	1,600	72	
MC CLAIN	3,800	78	82
MC CURTAIN	6,900	65	71
MC INTOSH	3,700	69	73 68
MAJOR	2,200	7.5	78
MARSHALL	2,400	72	
MAYES	6,000	77	79
MURRAY	3,500	71	81
MUSKOGEE	17,900	86	78
NOBLE	3,100	80	91
NOWATA	3,300	83	83
OKFUSKEE	3,400	73	75
OKLAHOMA	136,100	89	91
OKMULGEE	10,600	81	80
OSAGE	9,20 0	87	86
OTTAWA	8,500	80	82
PAWNEE	3,800	80	87
PAYNE	11,300	78	81
PITTSBURGH	8,800	73	71
PONTOTOC	8,400	83	87
POTTAWATOME	13,000	78	85
PUSHMATAHA	2,800	53 68	59
ROGERS MILLS	1,500 5,900	83	63 82
SEMINOLE	8,800	80	83
SEQUOYAH	4,900	65	72
STEPHENS	11.300	81	83
TEXAS	3.300	54	63
TILLMAN	4.200	76	81
TULSA	108,700	92	90
WAGONER	4,600	73	76
WASHINGTON	13.000	86	93
WASHITA	3,900	75	83
WOODS	3,300	64	80
WOODWARD	3,600	61	72
OREGON			
	588.500	79	88
BAKER	6,300	70	75
BENTON	11,800	60	80
CLACKAMAS	36,500	86	94
CLATSOP	9,100	7 I	88
COLUMBIA	6,700	68	83
C008	18,800	63	7.0
CROOK	2 700	- 56	87

STATE & COUNTY	HOUSEHOLDS	% TV HOUS	AR
CURRY DESCHUTES	6,100 6,700	62 56	7
DOUGLAS GILLIAM	20,700 1,200	69 65	
GRANT	2.400	54	è
HARNEY HOOD RIVER	1.000 4.200	51 64	
IACKSON	23,400	80	
IEFFERSON IOSEPIIINE	2,700 10,200	64 69	
KLAMATH	15.000	68	
LAKE LANE	2.300 47,700	58 85	
LINCOLN LINN	9,000 17,000	63 7 I	
MALHEUR	6,600	72	
MARION MORROW	37.000 1,300	82 66	
MULTNOMAH	194.400	89	!
POLK SHERMAN	8,000	72	
TILLAMOOK	700 6,200	66 67	
UMATILLA UNION	14,600 5,700	68 60	
WALLOWA	2,400	61	
WASCO WASHINGTON	7.200 31,200	64 88	
WHEELER	800	54	
YAMHILL	10,000	70	
PENNSYLVAN	IA		
ADAMS	13,900	92 87	9
ALLEGHENY	469.400	94	
ARMSTRONG BEAVER	23,100 58, 100	93 94	
BEDFORD	12,500	93	
BERKS BLAIR	80,700 38,200	92 92	
BRADFORD BUCKS	15,500 99,200	90 94	
BUTLER	30,400	94	
CAMBRIA	55,000	93	
CAMERON CARBON	1,900 15,500	74 90	
CENTRE CHESTER	19.000 54,700	90 93	
CLARION	10 400	92	
CLEARFIELD	22,300 11,100	93 80	
COLUMBIA	17.100	83	
CRAWFORD	22,700 35,800	89	
DAUPHIN	66,600	92	
DELAWARE ELK	163,100 10,000	93 77	
ERIE	68,900	93	
FAYETTE FOREST	45,600 1,400	93 73	
FRANKLIN	24.100	89	
FULTON GREENE	2.800 11.700	80 86	
HUNTINGDON	10,900	91	
INDIANA IEFFERSON	19,200 13,700	92 92	
IUNIATA LACKAWANNA	4 600 71,100	72	٠.
LANCASTER	76,700	91 5	-
LAWRENCE	31,200	92	
LEBANON LEHIGH	25,000 64,600	92 91	
LUZERNE	102,700	91	
LYCOMING MC KEAN	32,500 15,100	78 81	
MERCER MIFFLIN	33.200	92 91	
MONROE	12,000 12,100	9I	
MONTGOMERY	141,000	94 85	
MONTOUR NORTHAMPTON	3,800 53,800	94	
NORTHUMBERLAN PERRY	TD 33.500 7,100	78 72	:
PHILADELPHIA	621,000	92	
PIKE POTTER	3,300 4,700	80 74	
SCHUYLKILL SNYDER	51,000 7,700	90 72	;
SOMERSET	21,200	86	
SULLIVAN SUSQUEHANNA	1,700 8,800	86 90	:
T10GA	10,700	84	1
UNION	6,500	72	
VENANGO WARREN	18,600 10,700	8I 83	1
WASHINGTON WAYNE	61,500 7,700	94 81	2
NESTMORELAND	94,400	95	

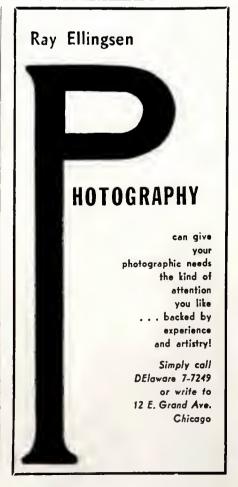
STATE & COUNTY	TOTAL HOUSEHOLOS	% TV HOUSE	HOLOS ARB
RHODE ISLAN			
KHODE ISLAN	249,800	02	
BRISTOL	9,000	93 93	98 98
KENT NEWPORT	31,200	93	99
PROVIDENCE	19,600 172,400	93 93	100 97
WASHINGTON	16,600	93	98
COUTH CARO			
SOUTH CARO	S94,900		50
ABBEVILLE	5,300	77 75	79 75
A1KEN	24,000	76	84
ALLENDALE	4,400 21,900	60 79	59 81
BAMBERG	3,900	60	75
BARNWELL BEAUFORT	6,500 8,600	60 74	69 -75
BERKELEY	7,600	79	73
CALHOUN CHARLESTON	3,100 57,500	63 87	73 86
CHEROKEE	9,100	81	77
CHESTER CHESTERFIELD	8,100 7,800	78 72	81 73
CLARENDON COLLETON	7,300	66 75	72
DARLINGTON	7,000 11,900	71	71
DILLON	6,900	74	68
DORCHESTER EDGEFIELD	6.100 4.200	79 66	77 79
FAIRFIELD	4,300	74	69
FLORENCE GEORGETOWN	21,300 9,000	81 78	76 75
GREENVILLE	56,800	86	88
GREENWOOD HAMPTON	12.000 4.900	80 71	87 70
HORRY	17,400	58	73
JASPER KERSHAW	2,900 8,100	73 79	75 74
LANCASTER	10,000	78	73
LAURENS	10,800	76	78
LEXINGTON	5,100 15,800	77	68
MC CORMICK MARION	2,000 7,400	7 5 73	72 80
MARLBORO	6,200	72	71
NEWBERRY OCONEE	7.900	71	78 81
ORANGEBURG	9,200 17,400	66 69	71
PICKENS RICHLAND	11,600 42,300	68 85	81 87
SALUDA	4,200	66	72
SPARTANBURG SUMTER	42,700 14,600	81 72	79 73
UNION	7,600	73	79
WILLIAMSBURG YORK	8,800 20,100	79	65 82
IONK	20,100	10	02
SOUTH DAKO	TA		
	198,100	68	80
AURORA BEADLE	1,200 6,200	50 57	88 84
BENNETT	800	55	76
BON HOMME BROOKINGS	2,200 5,100	77 72	73 75
BROWN	10,300	67	80
BRULE BUFFALO	1,900 400	57 60	80 76
BUTTE	2,800	48	84
CAMPBELL CHARLES MIX	1,000 4,100	48 57	71 66
CLARK	2,200	67	81
CLAY CODINGTON	3,300 5,800	88 67	71 83
CORSON	1.400	47	66
CUSTER DAVISON	1,500 5,000	47 65	68 82
DAY	3,000	68	77
DEUEL	2,100 1,100	66 48	61 58
DOUGLAS	1,600	50	62
EDMUNDS FALL RIVER	1,800 3,400	48 55	71 79
FAULK	1,300	56	79 78
GRANT	3,100 2,400	53	82
HAAKON	800	44	85
HAMLIN HAND	2,100 1,900	66 56	76 77
HANSON	1,000	66	86
HARDING HUGHES	500 3, 200	48 62	64 94
HUTCHINSON	3,300	77	72
HYDE	600	62	74
JACKSON JERAULD	600 900	43 56	75 80
JONES	400	54	67
KINGSBURY LAKE	2,900 3.200	72 82	81 86
LAWRENCE	6,000	46	85
LINCOLN	3,200 1,200	88 59	81 81
MC COOK	2,900	82	76

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUS	EHOLDS ARB
MC PHERSON	1,800	47	56
MARSHALL MEADE	2,100 2,200	68 46	79 77
MELLETTE	600	54	63
MINER MINNEHAHA	1,600 26,700	68 95	92
MOODY	2,200	82	82
PENNINGTON PERKINS	18,200 1,600	67 48	81 88
POTTER	1,300	47	75
ROBERTS SANBORN	3,400 1,500	68 66	76 77
SHANNON SPINK	1.400 3.000	54 57	74 83
STANLEY	1.200	52	92
SULLY	800 1,600	48 51	68 65
TRIPP	2.700	59	81
TURNER UNION	3,100 3,300	88 88	83 93
WALWORTH	2,500	48	63
WASHABAUGH YANKTON	200 4,800	48 77	76 79
ZIEBACH	600	46	77
TENNESSEE	049 000	78	=/
ANDERSON	9 62,900 16,900	78 80	76 77
BEDFORD BENTON	6,100 3,800	75	78
BLEDSOE	1,600	55 72	60 47
BLOUNT BRADLEY	15,900	87	76
CAMPBELL	10,200 6,600	67	86 63
CANNON CARROLL	2,300 7,500	76 59	55 61
CARTER CHEATHAM	11,100 2,400	77 79	73 70
CHESTER	2,300	60	62
CLAIBORNE CLAY	5,200 1,800	54 59	68 53
COCKE	5,800	58	66
COFFEE CROCKETT	8,100 3,800	75 71	75 68
CUMBERLAND DAVIDSON	5,200 107,700	53 90	66 84
DECATUR	1,800	55	61
DE KALB DICKSON	3,000 5,500	71 71	75 76
DYER	7,000	80	78
FAYETTE FENTRESS	5,000 3,200	74 55	71
FRANKLIN	6,100	51	68
GIBSON GILES	12,200 6,600	67 55	76 65
GRAINGER	3,000	54	70
GREENE GRUNDY	12,400 3,0000	63 61	59 61
HAMBLEN	8,600	58 86	73 83
HAMILTON HANCOCK	73,300 1,900	54	53
HARDEMAN HARDIN	5,400	64	57
HAWKINS	4.600 8.300	59 5×	57 68
HAYWOOD HENDERSON	4,800 3,600	71 55	64 67
HENRY	6,900	57	76
HICKMAN HOUSTON	2,900 1,400	71 71	67 62
HUMPHREYS	3,300	73	64
JACKSON JEFFERSON	2,800 5,400	59	59 75
JOHNSON	3,900	63	63
KNOX LAKE	68,100 2,900	90 G1	80 65
LAUDERDALE	5,400	74	74
LAWRENCE LEWIS	7,600 1,200	59 71	68 68
LINCOLN LOUDON	7,000 6,700	51 73	72 72
MC MINN	8,900	62	78
MC NAIRY MACON	5.000 4.100	59 71	58 65
MAD1SON	16,600	73	77
MARION MARSHALL	5,100 4,700	7 2 7 5	76 73
MAURY	11,700	76	77
MEIGS MONROE	1.500 6,600	62 74	68 74
MONTGOMERY MOORE	13,100 1,100	83 51	82 59
MÖRGAN	2,700	5.5	59
OBION OVERTON	8,200 3,600	61 59	71 63
PERRY	1,600	52	68
PICKETT	1,100 2,600	54 74	61 74
PUTNAM	8,500	63	65
RHEA ROANE	4,400 10,800	62 80	70 77
ROBERTSON	7,600	79	76
RUTHERFORD SCOTT	12,600 4,000	83 55	84 45
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STATE & COUNTY	HOUSEHOLOS	TV HOUSE	ABB
SEQUATCHIE	1,400	72	65
SEVIER	6,400	59	60
SHELRY	168,100	91	83
SMITH	2,900	71	68
STEWART	2,100	7.4	61
SULLIVAN	30,200	76	81
SUMNER	10,400	89	76
TITTON	7.000	76	62
TROUSDALE	1.200	71	76
UNICO1	3.400	59	53
UNION	2,300	55	69
VAN BUREN	700	72	67
WARREN	6,600	6 I	68
WASHINGTON	16,100	81	79
WAYNE	2,900	52	54
WEAKLEY	7.600	56	60
WHITE	3,800	54	70
WILLIAMSON	6.500	85	77
WILSON	8,100	73	72
TEXAS			
	2,790,800	81	8 1
ANDERSON	9,300	66	71
ANDREWS	4.300	69	84

	2,790,800	81	8 1
ANDERSON	9,300	66	71
ANDREWS	4,300	69	84
ANGELINA	12 300	69	78
ARANSAS	1,600	61	83
ARCHER	1,800	75	81
ARMSTRONG	400	81	84
ATASCOSA	5,000	78	74
AUSTIN	4,600	69	6.8
BAILEY	2.600	81	69
BANDERA	1,100	79	77
BASTROP	4,900	66	74
BAYLOR	1.600	75	80
BEE	5,900	68	81
BELL	27,500	82	82
BEXAR	180,000	87	87
BLANCO	1.200	75	66
RORDEN	300	75	47
BOSQUE	3,500	69	82
BOWIE	20,300	78	80
BRAZORIA	19,800	88	84
BRAZOS	13.200	68	80
BREWSTER	1.600	51	63
BRISCOE	900	62	77
BROOKS	2 000	63	74
BROWN	8,900	66	73

(Please turn to page 70)



TV SET COUNT

(Continued from page 69)

(Continued jr	om page	09)
STATE & COUNTY	TOTAL 10USEHOLOS	% TV HOUSEHOLOS
BURLESON	2,900	68 75
BURNET	3,000	75 80
CALDWELL CALDWELL	4,900 5,000	74 75 61 70
CALLAHAN	2,400	67 70
CAMERON	41,300	73 78
CAMP	2,800	66 81
CARSON	2,000	81 81 75 79
CASS CASTRO	6.200 2,200	71 84
OH AMBERS	2,400	85 84
CHAMBERS CHEROKEE	9,800	86 79
CHILDRESS	2,900	59 66
CLAY COCHRAN	3,000 1,400	82 82 81 74
COKE COLEMAN	1,000 3,600	73 75 70 71
COLLIN	13,600	85 81
COLLINGSWORTH COLORADO	1,700 5,000	59 72 66 74
		
COMANCHE	5,900 3,700	75 80 61 64
CONCHO	1,200	62 72
COOKE	7.000	82 79
CORYELL	5,800	76 80
COTTLE	1,100	58 60
CRANE CROCKETT	1,600 1,100	63 86 55 64
CROSBY	3,100	78 83
CULBERSON	600	68 73
DALLAM	2,100	83 87
DALLAS DAWSON	282,900	91 92
DEAF SMITH	4.700	69 77 70 82
DELTA	I,800	63 77
DENTON	15,200	86 82
DE WITT	6,200	67 71
DICKENS DIMMIT	1,600	64 81
DONLEY	1,900 1,700	59 52 76 78
DUVAL	0.700	21 51
EASTLAND	2,700 6,400	64 71 67 76
ECTOR	27,500	80 88
EDWARDS ELLIS	600 12,800	53 67 83 83
TW TO LOO		
EL PASO ERATH	86,900 5,400	86 85 69 78
FALLS	6,500	88 71
FANNIN FAYETTE	7,700 6,400	67 73 66 68
FISHER FLOYD	2,300 3,100	73 84 78 89
FOARD	900	68 74
FORT BEND FRANKLIN	9,800	84 88
FRANKLIN	1,500	63 73
FREESTONE	4,400	63 67
FRIO GAINES	3,000 3,100	78 63 69 80
GALVESTON	37,300	86 88
GARZA	1,800	76 83
GILLESPIE	3,300	63 61
GLASSCOCK GOLIAD	200 1,500	70 8I 89 64
GONZALES	5,500	75 71
GRAY	9,400	76 88
GRAYSON	25,800	80 86
GREGG	22,800	78 86
GRIMES GUADALUPE	4.100 7.700	74 70 81 80
HALE	9,900	80 87
HALL	1.900	82 61
HAMILTON	3.100	69 75
HARDEMAN	1,100 2,900	85 8I 68 75
HARDEMAN HARDIN	6,800	65 77
HARRIS	382,400	90 88
HARRISON .	I4,200	73 80
ARTLEY	600	83 81
HAYS	3,100 5,300	74 76 75 81
HEMPHILL		
HENDERSON	1,100 7,300	81 65 81 77
IDALGO	48,500	75 75
HOCKLEY	8,400 5.600	89 83 81 77
HOOD		
HOPKINS	1,200 8,800	81 88 63 62
HOUSTON	5,600	62 78
HOWARD III DSPETH	10,500 900	76 83 85 69
		- 00

STATE & COUNTY	TOTAL HOUSEHOLDS	% TV HOUS	EHOLDS ARB
HUNT	12,700	88	82
HUTCHINSON 1R10N	10,300	90 88	86
JACK	2,000	80	89
JACKSON	4,100	69	74
JASPER	5,400	83	75
JEFF DAVIS	300	64	74
	74,000	85	92
JEFFERSON J1M HOGG	1,200	56	55
JIM WELLS	7,500	82	81
JOHNSON	11,600	73	81
JONES	5,900		81
KARNES	3,900	68	71
KAUFMAN	7,600	82	82
KENDALL	1.700	79	72
KENEDY KENT	400	68 61	84
KERR	4,400	63	72
KIMBLE	1,300	63	50
KING	200	61	30
KINNEY	400	59	77
KLEBERG	7,300	62	
KNOX	2,400	68	75
LAMAR	12,500	54	59
LAMB	7,100	75	82
LAMPASAS LA SALLE	3,400 1,400	65	63
LAVACA	5,500	87	57
LEE	2,400	66	63
LEON	3,400	66	70
LIBERTY	8,200	85	80
LIMESTONE	6,100	68	74
LIPSCOMB	1,300	81	68
LIVE OAK	2,000	64	69
LLANO	1,800	58	76
LOVING	100	58	85
LUBBOCK	49,300	83	85
LYNN	3,000	76	83
MC CULLOCH	2,600	62	58
MC LENNAN	43,600	86	86
MC MULLEN	300	63	76
MADISON	1,800	65	64
MARION	2,300	75	79
MARTIN	1,500	69	74
MASON	1,300	58	58
MATAGORDA	7,200	69	70
MAVERICK	3,100	59	24
MEDINA	4,800	79	80
MENARD	700	62	44
MIDLAND	18,900	84	91
MILAM	6,900	67	70
MILLS	1,400	75	68
MITCHELL	3,900	74	83
MONTAGUE	5,200	82	85
MONTGOMERY	7,900	79	75
MORRIS	5,000	83	80
	3,200	74	80
MOTLEY	1,000	60	46
NACOGDOCHES	9,200	65	73
NAVARRO	11,100	84	84
NEWTON	2,600	63	7 I
NOLAN	6,100	73	85
NUECES	66,600	82	87
OCHILTRED	2,000	62	80
OLDHAM	500	71	93
ORANGE	17,400	80	83
PALO PINTO	6,300	81	88
PANOLA	4,500	55	79
PARKER	7,200	81	83
PARMER	2,600	70	80
PECOS	2,900	55	77
POLK	4,100	70	64
POTTER	40,900	89	93
PRESIDIO	1,400	51	51
RAINS	700	82	68
RANDALL	8,600	83	77
REAGAN	700	67	91
REAL	600	63	44
RED RIVER	5,300	60	65
REEVES	5,000	60	84
REFUGIO	2,900	61	79
ROBERTS	300	63	78
ROBERTSON	5,000	67	80
ROCKWALL	1,700	79	89
RUNNELS	4,700	70	81
RUSK	12,100	70	79
SABINE	1,700	62	65
SAN AUGUSTINE	1,800	59	82
SAN JACINTO	1,700	69	71
SAN PATRICIO	10,400	75	84
SAN SABA	2,300	58	60
SCHLEICHER	600	55	82
SCURRY	9,500	72	82
SHACKELFORD	1,200	67	86
SHELRY	6,800	55	67
SHERMAN	800	82	83
SMITII	24,600	78	86
SOMERVELL	800	70	79
STARR	3,200	56	64
	0,200		

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STATE & COUNTY	TOTAL HOUSEHOLDS	NIELSEN	ARI
STEPHENS STERLING	3,100 200	67 86	8
STONEWALL	1,000	72	8
SWISHER	900 2,600	56 71	8
TARRANT	175,100	89	8
TAYLOR TERRELL	26,100 900	81 55	8
TERRY	5,000	78	7
THROCKMORTON TITUS	708	74	7
TOM GREEN	5,200 21,500	60 78	8
TRAVIS TRINITY	59.300 2,300	83 69	8
TYLER	2,800	66	7
UPSHUR NUTON	5,000 1,700	66 67	6
UVALDE VAL VERDE	5,000 5,100	62 53	6
VAN ZANT	5,600	82	7
VICTORIA	15,500	65	7
WALKER WALLER	4.300 3,100	75 79	7
WARD WASHINGTON	4,300 5,200	84 72	8 6
WEBB	16,100	63	7
WHARTON WHEELER	10,900 2,200	78 59	8
WICHITA	35,500	84	8
WILBARGER	5,400	75	7
WILLACY WILLIAMSON	5,200 10,90 0	63 80	8
WILSON WINKLER	3,300 4 400	80 64	7 8
WISE	4,700	80	8
WOOD	5,100	68 78	7 8
YOAKUM YOUNG	1,800 4,800	74	8
ZAPATA ZAVALA	800 2,600	56 62	4 5
UTAH			
O I All	243,500	89	89
BEAVER	1,000	46	8
BOX ELDER CACHE	6,100 8,800	92 90	8
CARBON DAGGETT	7,200 100	61 48	7
DAVIS	15,800	94	9
DUCHESNE	1,700 1,600	51 61	7
EMERY GARFIELD	700	45	7
GRAND	1.600	65	4
1RON JUAB	2,700 1,500	45 67	7 8
KANE MILLARD	700 1,700	45 67	6
MORGAN	700	82	8
PIUTE	200	45	6
RICH SALT LAKE	300 110,400	82 95	9
SAN JUAN SANPETE	1,800 2,800	53 67	6
SEVIER SUMMIT	2,900 1,400	67 82	9
TOOELE UINTAH	5,200 2,700	86 51	8
UTAH	28,200	93	8
WASATCH	1,300	82	8
WASHINGTON WAYNE	3,000 200	45 45	9
WERER	31,200	94	9
VERMONT	103,500	88	8-
ADDISON	4,900	87	79
BENNINGTON CALEDONIA	7,400 6,300	89 84	8
CHITTENDON ESSEX	18,700 1,500	92 89	8'
FRANKLIN	7,000	88	- 8!
GRAND ISLE	700	89 88	9:
LAMOILLE ORANGE	3,100 5,000	85	73
ORLEANS	5,600	89	7
DITTEL ANTO	12,100	89 90	8: 9:
RUTLAND WASHINGTON	11.600		71
WASHINGTON WINDHAM	11,600 8,800	79 83	
WASHINGTON		79 83	
WASHINGTON WINDHAM WINDSOR	8,800		
WASHINGTON WINDHAM WINDSOR	8,800		82
WASHINGTON WINDHAM WINDSOR	8,800 10,800	83	81

STATE & COUNTY H	TOTAL OUSEHOLDS	% TV HOUS	ARB
AMELIA	1,600	72 75	71
AMHERST APPOMATTOX	5,600 2,000	75	67 70
ARLINGTON AUGUSTA	79,600 18,800	91 68	93 67
ВАТН	1,600	62	64
BEDFORD BLAND	8,200 1,500	67 63	73 75
BOTETOURT	4,600	79	83
BRUNSWICK	4,200	63	80
BUCHANAN BUCKINGHAM	8,000 2,500	62 68	71 67
CAMPBELL	22,700	82	79
Caroline Carroll	3,000 7,900	79 61	85 74
CHARLOTTE	3,600	72	71
CHARLES CITY CHESTERFIELD	1,100 18,500	80 89	75 95
CLARKE	2,100	79	72
CRAIG	800	79	81
CULPEPER CUMBERLAND	3,300 1,800	74 66	80 77
DICKENSON DINWIDDIE	5,000 13,900	80 90	77 81
ESSEX	1,800	80	75
FAIRFAX	83,000	93	88
FAUQUIER FLOYD	5,800 2,600	79 60	86 70
FLUVANNA FRANKLIN	1,800	66	71
	6,500	67	72
Frederick Giles	10,300 4,400	85 7 K	77 80
GLOUCESTER GOOCHLAND	3,100 1,800	80	85 86
GRAYSON	4,200	78 66	86 67
GREENE	4,200	86	53
GREENSVILLE HAL1FEX	3,800 9,500	72 79	81 75
HANOVER HENRICO	7,400	78	80
	95,300	90	84
HENRY HIGHLAND	14,000 800	80 63	83 73
ISLE OF WIGHT JAMES CITY	4,100 3,200	88 80	81 83
KING & QUEEN	1,500	80	67
KING GEORGE	1,700	76	77
KING WILLIAM LANCASTER	1,900 2,500	79 77	84 84
LEE LOUDOUN	6,300 6,100	64 88	75 78
LOUISA			
LUNENBURG	3,200 3,100	78 63	69 74
MADISON MATHEWS	2,100 2,000	66 80	56 86
MECKLENBERG	7,400	72	73
MIDDLESEX	1,800	80	80
NANSEMOND	10, 200 10, 500	88 82	83 80
NELSON NEW KENT	3,100 1,100	75 79	80 74
NEWPORT NEWS	50,700	91	86
NORFOLK	150,900	91	83
NORTHAMPTON NORTHUMBERLAN	4,800 D 2,400	67 76	80 81
NOTTOWAY	3,400	72	80
ORANGE PAGE	3,400 4,000	74 72	77 84
PATRICK	3,800	61	7:
PITTSYLVANIA POWHATAN	28,700 1,100	76 78	76 79
PRINCE EDWARD	3,900	72	66
PRINCE GEORGE	14,200	79	78
PRINCESS ANNE PRINCE WILLIAM	17,100 9,200	86 88	90
RAPPAHANNOCK	7,500	78 68	85
RICHMOND	1,500 1,900	76	81
ROANOKE ROCKBRIDGE	43,800 7,700	90 62	91 75
ROCKINGHAM	13,900	79	7:
RUSSELL SCOTT	5,800 7,400	60 65	61
SHENANDOAH SMYTH	6,000	72 66	80
SOUTHAMPTON	7,100 8,400	67	8
SPOTSYLVANIA STAFFORD	7,500	78	79
STAFFORD SURRY	4,400 1,500	78 80	7:
SUSSEX TAZEWELL	2,700 11,100	72 64	8: T
WARREN	4,000	79	7
WASHINGTON WESTMORELAND	12,800 2,800	63 77	7
	12,100	65	8
WYTH	5,300	63	8

AD ANIS ASOTIN BENTON CHELAN CLALLAM CLIARK COLUMBIA COVLITZ DOU'GLAS FERRY FRANKLIN GARFIELD GRANT	27,100 3,700 4,600 21,900 14,600 9,000 28,600 1,700 1,700 1,100 6,100 900 16,000 18,500 2,300 314,300 27,100 6,200 4,100 3,000 4,600 9,100 5,500 2,300 314,000 4,600 9,100 5,000 4,600 9,100 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,500	85 81 72 70 71 84 88 72 75 64 71 74 72 71 74 86 89 91 66 85 77 81 85 64 67	90 93 82 81 74 83 82 91 80 74 81 86 84 82 90 83 94 92 80 73 88 89 87 80 80 81 80 81 81 81 81 81 81 81 81 81 81 81 81 81
AD ANIS AD ANIS ASOTIN BENTON CHELAN CLALKAN CLALKAN CLARK COLUMBIA COVLITZ DOTCLAS FERRY FRANKLIN GARFIELD GRANT GRAYS HARBOR ISLAND JEFFERSON KING KITSAP KITTAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	3,700 4,600 21,900 14,600 9,000 28,600 1,700 1,700 1,100 6,100 900 16,000 18,500 5,800 2,300 314,300 27,100 4,600 9,100 5,000 1,100	81 72 70 71 84 88 72 75 64 71 74 72 71 74 86 89 91 66 85 77 81 85 64 67	93 82 91 74 83 82 91 80 80 74 81 84 82 90 83 91 92 83 80 87 81 92 80 80 80 80 80 80 80 80 80 80 80 80 80
ASOTIN BENTON CHELAN CHALLAM CLARK COULIBIA COWLITZ DOU'GLAS FERRY FRANKLIN GARFIELD GRANT GRAYS HARBOR ISLAND JEFFERSON KING KITSAP KITTTAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	4,600 21,900 14,600 9,000 18,800 1,700 18,800 4,700 1,100 6,100 900 16,000 18,500 5,800 2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 1,000 1,000 1,000 1,500	72 70 71 84 88 72 75 64 71 74 86 89 91 66 85 77 81 85 64 67	82 81 74 83 93 82 91 80 81 84 84 82 90 83 94 92 80 88 89 37 93 73
CHELAN CLALLAM CLARK COLUMBIA COWLITZ DOT GLAS FERRY FRANKLIN GARPIELD GRANT GRAYS HARBOR ISLAND JEFFERSON KING KITSAP KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	14,600 9,000 28,600 1,700 18,800 4,700 1,100 6,100 900 16,000 18,500 5,800 2,300 21,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 2,300 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,500	71 84 88 72 75 64 71 74 72 71 74 86 84 89 91 66 85 77 81 85 64 67	74 83 93 82 91 80 80 84 82 90 83 94 92 80 80 88 893 79 80
FRANKLIN GARPIELD GRANT GRANT GRANT GRANT GRANT SILAND JEFFERSON KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	9,000 28,600 1,700 18,800 4,700 1,100 6,100 900 16,000 18,500 5,800 2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 1,000 1,000 1,000 1,500	88 72 75 64 71 74 72 71 74 86 84 89 91 66 85 77 81 85 64	93 82 91 80 74 81 86 84 82 90 90 83 94 92 92 80 73 80 88 80 81 92 92 93 94 95 96 86 86 86 86 86 86 86 86 86 86 86 86 86
COLUMBIA COUNTIZ DOT GLAS FERRY FRANKLIN GARFIELD GRANT GRAYS HARBOR ISLAND JEFFERSON KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	1.700 18,800 4,700 1.100 6,100 900 16,000 18,500 2,300 314,300 27,100 6,200 4,100 19,100 5,000 2,300 9,100 5,000 1,000 1,000 1,500	72 75 64 71 74 72 71 74 86 84 89 91 66 85 77 81 85 64 67	82 91 80 74 81 86 84 82 90 93 73 80 88 89 93 79 80
COWLITZ DOU'GLAS FERRY FRANKLIN GARFIELD GRANT GRAYS HARBOR 1SLAND JEFFERSON KING KITSAP KITTTAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	18,800 4,700 1,100 6,100 900 16,000 18,500 5,800 2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 1,00	75 64 71 74 72 71 74 86 84 89 91 66 85 77 81 85 64 67	91 80 74 81 86 84 82 90 83 94 92 80 73 80 88 893 79 88
FERRY FRANKLIN GARFIELD GRANT GRAYS HARBOR ISLAND JEFFERSON KING KITSAP KITTAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	1,100 6,100 900 16,000 18,500 5,800 2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500 48,900	71 74 72 71 74 86 84 89 91 66 85 77 81 85 64 67	74 81 86 84 82 90 83 94 92 80 73 80 88 89 93 79 80
GARFIELD GRANT GRANT GRANT GRANT GRANT JEFFERSON KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	990 16.000 18.500 5.800 2.300 3.14.300 27.100 6.200 4.100 14.100 3.000 4.600 9.100 5.000 2.300 97.900 1.000 16.200 1.500	72 71 74 86 84 89 91 66 85 77 81 85 64 67	86 84 82 90 83 94 92 80 73 80 88 93 79 80
GRANT GRANT GRAVS HARBOR ISLAND JEFFERSON KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANOGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	16,000 18,500 5,800 2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500	71 74 86 84 89 91 66 85 77 81 85 64 67	84 82 90 83 94 92 80 73 80 88 93 79 80
ISLAND JEFFERSON KING KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANOGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	5,800 2,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500	86 84 89 91 66 85 77 81 85 64 67 71 91 86	90 83 94 92 80 73 80 88 93 79 80
JEFFERSON KING KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	2,300 314,300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 1,000 1,500 48,900	84 89 91 66 85 77 81 85 64 67	83 94 92 80 73 80 88 93 79 80 81
KING KITSAP KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANGGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	314.300 27,100 6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 1,500 48,900	89 91 66 85 77 81 85 64 67 71 91 86	94 92 80 73 80 88 93 79 80
KITTITAS KLICKITAT LEWIS LINCOLN MASON OKANOGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	6,200 4,100 14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500	66 85 77 81 85 64 67 71 91 86	80 73 80 88 93 79 80 81 95
LEWIS LINCOLN MASON OKANOGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	14,100 3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500	77 81 85 64 67 71 91 86	80 88 93 79 80 81
LINCOLN MASON OKANOGAN PACIFIC PEND OREILLE PIERCE SAN JUAN SKAGIT SKAMANIA	3,000 4,600 9,100 5,000 2,300 97,900 1,000 16,200 1,500	81 85 64 67 71 91 86	88 93 79 80 81 95
OKANOGAN PACIFIC PEND OREHLE PIERCE SAN JUAN SKAGIT SKAMANIA	9,100 5,000 2,300 97,900 1,000 16,200 1,500 48,900	64 67 71 91 86	79 80 81 95
PACIFIC PEND OREHLE PIERCE SAN JUAN SKAGIT SKAMANIA	5,000 2,300 97,900 1,000 16,200 1,500	71 91 86	80 81 95
PIERCE SAN JUAN SKAGIT SKAMANIA	97,900 1,000 16,200 1,500 48,900	91 86	95
SAN JUAN SKAGIT SKAMANIA	1,000 16,200 1,500 48,900	86	
SKAMANIA	1,500	79	
	48,900	78	86 81
NATURAL PROPERTY		90	86
SPOKANE	6 200	90	94 71
STEVENS THURSTON	6,500 17,200	71 88	96
WAHKIAKUM	1,000	66	83
WALLA WALLA WHATCOM	12,800 24,900	70 77	81 85
WHITMAN YAKIMA	8,900 47,100	75 86	81 85
IAKISIA	41,100	90	93
WEST VIRGINIA	A		
	512,600	79	83
BARBOUR	4,400	61 83	65 86
BERKELEY BOONE	8,500 6,100	79	81
BRAXTON BROOKE	4,400 7,400	57 94	70 89
CABELL	35,200	93	91
CALHOUN	2,100 3,300	65 67	65 72
CLAY DODDRIDGE	1,900	59	60
FAYETTE	18,100	78	78
GILMER GRANT	1,900 2,200	55 60	63 60
GREENBRIER HAMPSHIRD	9,300 3,300	77 61	76 79
HANCOCK	10.400	92	89
HARDY	2,300	60	62 90
HARRISON JACKSON	21,700 3,800	66 66	84
JEFFERSON KANAWHA	4,300 69,500	87 90	85 89
LEWIS	4,900	61	83
LYINCOLN	5,000	86	76
LOGAN McDOWELL	15,600 17,900	82 79	84 76
MARION	19,000	82	88
MARSHALL MASON	11,100 6,200	90 86	85 82
MERCER	19,800 5,800	78 61	83 76
MINERAL MINGO	10,100	83	79
MONONGALIA	15,100	85	84
MORGAN	3,000 2,300	66 61	67 80
NICHOLAS	6,900	87 93	75 97
0HI0	21,000	60	60
PENDLETON PLEASANTS	1,600	74	91
POCAHONTAS PRESTON	2,900 6,400	60 69	62 82
PUTNAM	5,900	88	77
RALEIGH RANDOLPH	21,600 7,100	71 63	81 67
RITCHIE	3,500	55	74
ROANE SUMMERS	3,700 4,500	65 66	72 73
TAYLOR	4,400	69	79
TUCKER	2,100 2,800	80 74	79 72
TYLER UPSHUR	5,000	61	62
WAYNE	8,900	83	80
WEBSTER WETZEL	3,900 4,800	60 73	65 85
WIRT	1,300 26,700	66 70	70 90
WTOMING	9,500	72	78

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSE	HOLDS ARB
WISCONSIN			
	1,151,400	90	90
ADAMS ASHLAND	2,400 5,300	73 82	66
BARRON	9,700	85	87 81
BAYFIELD	3, 400	77	81
BROWN	33,400	93	95
BUFFALO	4,000	85	68
BURNETT CALUMET	2,300 4,800	78 91	70 87
CHIPPEWA	13,100	86	80
CLARK	9.500	80	76
COLUMB1A	11,700	85	82
CRAWFORD DANE	4,800 61,200	77 89	74 89
DODGE	18,100	92	79
DOOR	6,800	91	82
DOUGLAS	14,400	87	93
DUNN EAU CLAIRE	7.700 18.300	86 91	84 83
FLORENCE	800	77	69
FOND DU LAC	21,600	91	91
FOREST	1,800	77	69
GRANT GREEN	13,000 7,600	84 83	85 79
GREEN LAKE	4,600	78	85
10WA	5.900	77	80
1RON	2,300	82	88
JACKSON JEFFERSON	4,200 15,300	83 92	82
JUNEAU	5,100	73	87 75
KENOSHA	30,000	93	95
KEWAUNEE	4,600	91	84
LA CROSSE	21,100	87	90
LAFAYETTE LANGLADE	4,500 5,800	83 82	77 87
LINCOLN	6,500	82	86
MANITOWOC	20,800	93	90
MARATHON	25.200	86	84
MARINETTE MARQUETTE	11,000 2,500	87 78	85 76
MILWAUKEE	317,400	94	96
MONROE	8,800	85	83
OCONTO	6,800	91	82
ONEIDA OUTAGAM1E	7.000 27,200	76 93	86 94
OZAUKEE	9,800	93	91
PEP1N	2,100	85	82
PIERCE	6,800	85	90
POLK PORTAGE	7,900 9,700	91 85	87 89
PRICE	3,600	78	78
RACINE	40,400	94	95
RICHLAND	5,200	77	82
ROCK RUSK	34,100 4.600	89 76	89 73
ST. CROIX	7,800	91	92
SAUK	11,800	87	77
SAWYER	3,000	77	77
SHAWANO SHEBOYGAN	9,400 27,300	87 92	83 90
TAYLOR	4,700	77	87
TREMPEALEAU	6,800	83	83
VERNON	7,300	77	82
VILAS	2,500	76 92	66 92
WALWORTH WASHBURN	16,200 2,900	78	73
WASHINGTON	12,300	94	86
WAUKESHA	38,900	93	95
WAUPACA WAUSHARA	10,200 4,000	92 78	84 78
WINNEBAGO	32,800	91	90
M.OOD	17,200	85	88
WYOMING			
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	96.300	61	78
ALBANY	6,900	58	78
BIG HORN	3.200 1.700	52 46	70 58
CAMPBELL CARBON	5,300	63	85
CONVERSE	1,700	60	77
CROOK	1,309	46	61 74
FREMONT GOSHEN	7,200 3,600	53 59	84
HOT SPRINGS	1,800	52	79
JOHNSON	1,400	50	73
LARAM1E LINCOLN	17,200 2,400	85 59	90 66
NATRONA	12,700	61	83
NIOBRARA	1,200	53	81 73
PARK	5,200	54	
PLATTE	2,400	53 52	60 75
SHERIDAN SUBLETTE	6,500 1,000	52 45	58
SWEETWATER	5,300	53	72
TETON	1,400	54	76
UINTA	1,900	59 50	9:
WASHAKIE WESTON	2,500 2,400	48	79
YELLOWSTONE	PK. 100	56	



NEWS & IDEA WRAP-UP

COVERING CHILE EARTHQUAKE—Ken Klyce (1), WCSC, Charleston, S. C., news editor, who got most of pictures and interviews by foot, like one above with two of disaster victims



QUALITY RADIO GROUP MEET in N. Y., brings together (I-r) Frank Gaither, WSB, Atlanta; Ralph Evans, WOC and WHO, Davenport, Ia.; Len Matthews, Leo Burnett, Chicago; Ward Quaal, WGN, Chicago; Gus Brandborg, KVOO, Tulsa; Kevin Sweeney, RAB, N.Y.; Stanton P. Kettler, Storer Stations, Miami Beach. For more on the meeting, see 'Sponsor Speaks,' p. 82



ADVERTISERS

General Electric, via BBDO, has wrapped up with CBS TV the deal for the six specials it will sponsor on that network next season.

There'll be two dramatic shows and two public service programs, each running an hour, plus two 90-minute musicals.

The whole shebang in time and talent will run somewhere in the neighborhood of \$2 million.

Kellogg (Burnett) is testing another new cereal, All Stars, on the west coast—this one said to be competitor of General Mills' also debuting Twinkles.

Last year at this time Kellogg was giving the same region a first taste of Concentration.

Campaign: The Coca-Cola Bottling Co. of New York (McCann-Marschalk) this week kicks-off a saturation tv and radio campaign to introduce its 12-ounce king-size bottle. In addition to its regular tv programs.

THUMBS DOWN was Russian response to WFBM's (Indianapolis) Harry Martin (I), farm editor, promo-p.r. mgr. John Hurlbut, when they proposed sending over copies of Life, covering Khrushchev's visit to the U. S.



sponsor • 20 june 1960

plans call for Coke to spousor one 20-second tv spot per night on the three networks during prime evening time. The king size will also be inaugurated on Pat Boone's Coke Time, WABC-TV 27 June. The radio side of this campaign is set with 500 spots per week on nine New York stations, supplemented by spots on special and foreign language stations.

In Los Angeles, King Size Coke will be featured on saturation 10, 20, 30, and 60-second radio spots on KMPC, KFWB, KRLA, KBIG, KEZY, KFI, KGIL, KNX, KGFJ, KWKW.

and KWIZ.

Merger: Hunt Foods & Industries and Wesson Oil & Snowdrift Co. stockholders this week okayed plans for merging the two national food companies with combined sales last year of more than \$300 million. The new firm will keep Hunt's name... Acquisition: Lucky Tiger Mannfacturing Co., Kansas City, last week purchased the York Pharmical Co. of St. Louis.

Marketing arrangement: B. T.

Babbitt will assume full responsibility for the sales, distribution and advertising of Oakite Products' Oakite.

Under the new arrangement, advertising for household Oakite, formerly at Richard K. Manoff moves to Babbitt's agency, Geyer, Morey, Madden & Ballard.

AGENCIES

Marion Harper, Jr. is off on a new ideological kick.

It was propounded in his talk before the annual meeting of the American Marketing Association in Minneapolis this week.

The gist: The incentive for business in the 1960's has to be more than just increasing output and profits. It also has to think in terms of public service and how the burgeoning leisure can be converted into a higher degree of individual advancement in education and interest in the public weal.

Agency appointments: General Motors Corp., for its co-sponsorship with Gillette of NBC's World Series,

Rose Bowl and Blue-Gray games, billing \$2.3 million, to McCann-Erickson, Inc. . . . Cushman Motors, a subsidiary of Outboard Marine Corp., to EWRR, Philadelphia . . . Programatic Broadcasting Service, to Geyer, Morey, Madden & Ballard . . . Programs for Tv, Inc., to Flodell/ Harris Advertising, New York . . . Waring Products Corp., for its new line of "Guardaire" lightweight electric air purifiers, with a planned spot radio campaign, to Maxwell Sackheim-Franklin Bruck, New York . . . Elko Textile Co., to The Zakin Co., New York . . . Surprise Brassiere Co., to Philip J. Perlman Associates, New York . . . WRVA-AM-TV, Richmond, Va., to Zimmer-Mc-Claskey-Frank, Richmond . . . The Jack Horner Pie Co., to The Wyman Co., San Francisco.

Divorcement: Lehn & Fink's Lysol, Lysettes, Stridex, and a couple other proprieties, accounting for \$1.7 million, leave McCann-Erickson. Remaining is the Dorothy Gray division, which bills around \$1.5 million.



DO-IT-YOURSELF? Not really! Just Scott Burton's (WHK, Cleveland) way of introducing new movie 'Wake Me When it's Over.' Added attraction of campaign: rickshaw race at Cleveland Stadium with rival stations

ARABIAN DAYS unfold in Miami as Opa-Locka Chamber of Commerce members parade through town in costume to promote WPST-TV's showing of silent film 'Son of the Shiek'



BRANCHING OUT. Agreement by which CBS will assist Freies Fernsehen to form West German tv network is marked by Merle Jones (I), pres. CBS Tv Stations, Friedrich Gladenbeck, mgng. dir. Freies Fernsehen GmbH





'EAR CONDITIONED AIR,' NBC contest requesting listeners to identify familiar sounds and offering air-conditioner prize, finds WAMP (Pitts.) dir.-anner. Lee Vogel (1), anner. Bill Brant choosing audition record





the STORER station backed by 33 years of responsible broadcasting

Mergers: The F. G. Mullins Co., Seattle, becomes part of the Western region of McCann-Erickson Advertising, headed by Phipps Rasmussen. F. G. Mullins becomes v.p. and general manager of the Seattle office . . . Robert F. O'Brien & Co., Boston, with Hicks & Greist, forming Hicks, Greist & O'Brien. The new agency will be headed by O'Brien.

Thisa 'n' data: Effective this week, Cohen, Dowd & Aleshire reverts to its former name—Cohen & Aleshire . . . AFA's "Advertising Truth Book" has unanimously been endorsed by the League of Advertising Agencies . . . McCann-Erickson Advertising (U.S.A.) last week accepted the George Washington Honor Medal from the Freedoms Foundation for the Coca-Cola sponsored "America Pauses" ty series.

They were named v.p.'s: Herbert Maneloveg, and Donald Dolen, at BBDO . . . Arthur Boyd, to also head marketing and research under senior v.p. Jack Forshew, at Campbell-Ewald . . . Milton Raymond, at Grant Advertising . . . Richard Hodges Jr. and Richard Gunn, at Liller, Neal, Battle & Lindsey . . . Lloyd Berg, at Pleskach & Smith Advertising, Omaha . . . W. Benjamin Pritchard, at Richard A. Foley Advertising, Philadelphia.

Other admen on the move: William Simon, to research and media director of Sidney Clayton & Associates, Chicago . . . Max Kocour, to account supervisor at Y&R ... Sheldon Boden, to chief time buyer at Norman, Craig & Kummel... George Kern, to media director of Grant Advertising . . . Earl Timmons assumes responsibility for research in the San Francisco and Ft. Worth-Dallas offices of FSR as well as Los Angeles . . . Mitchell Streicker, to director of marketing and research at Gordon Best Co.... Lester Harmon, to senior account executive and Jerome Samuelsohn, radio/tv director, at Wermen & Schorr, Philadelphia . . . Charles Loizeaux, to account executive at Compton . . . John Sutton, to account executive at Grant ... William Dey, to account executive at FC&B . . . Sanford Greenwald, John Lorick Jr., and George Tyrrell, to account executives at B&B ... Patrick Nolan, to account executive at Kudner.

Resignation: Benson Inge, as v.p. and director of public relations at Ted Bates & Co.... Retiring: Don Ryan as executive director of commercial production at Tatham-Laird, effective 15 August.

FILM

Hollywood's script shortage spelled good news this week for distributors with program series already in the can.

CNP, for example, with its Canadian-produced R. C. M. P. (Royal Canadian Mounted Police) made 20 station sales in one week of availability.

They are: WALA-TV, Mobile; WBZ-TV, Boston; WNEP-TV, Scranton; WNEW-TV, New York; KLFY-TV, Lafayette; WTTG, Washington; WFAA-TV, Dallas; WGN-TV, Chicago; WTVT, Tampa; WGR-TV, Buffalo; KTTV, Los Angeles; WROC-TV, Rochester; KFMB-TV, San Diego; WCSH-TV, Portland, Me.; KPHO-TV, Phoenix; WWL-TV, New Orleans; KDKA-TV, Pittsburgh; KROD-TV, El Paso; KOSA-TV, Odessa; and KXTV. Sacramento.

Sales: MCA's Paramount features to WTAR-TV, Norfolk; KFRE-TV, Fresno; WBIR-TV, Knoxville; WTVW, Evansville, and KTSM-TV, El Paso... Young Productions of Philadelphia reports \$150,000 gross on its new series, Diver Dan, in sales to WWL-TV, New Orleans; WGN-TV, Chicago; KXTV, Sacramento; WGR-TV, Buffalo, and KOMO-TV, Seattle... Official Films' Greatest Headlines of the Century to KRCA-TV, Los Angeles; WROC-TV, Rochester; KONO-TV, San Antonio; WBZ-TV, Boston; WJZ-TV, Baltimore; KTRK-TV, Houston, and WMCT, Memphis.

Programs: Carla Productions of New York to produce a special 13 minute film, *This is Canaveral*, to be released to tv stations... National Video Tape Productions to tape the Newport Jazz Festival for the USIA.

Trade notes: SAG reports a \$615,000 talent repayment for 82 post-48 RKO features distributed by C & C . . . Format Films moving to 4741 Lau-

rel Canyon Blvd., No. Hollywood . . . Chuck Vincent and Faillace Productions have merged.

Strictly personnel: Sherlee Barish elected a v.p. of Official Films . . . Norman Felton named programs director of MGM-TV . . . John G. Mc-Carthy becomes president of the Television Program Export Association (TPEA) . . . Edward Kogan joins TV Commercial Services as coowner; the company name will be changed to Babcock & Kogan . . . David G. McLaughlin appointed tv sales manager of Warner Bros. Pictures Distributing Company Ltd. of Canada . . . Maurice Morton elected business affairs v.p. of 20th Century Fox TV . . . Ziv-UA appoints James Packer as northeastern division syndication sales manager and Jerry Kirby to its regional sales division.

INTERNATIONAL

NBC International, within the past three weeks, completed three major international agreements.

The latest: with Fuji Telecasting Co., Ltd., under which Fuji becomes the NBC International Program affiliate in Japan.

The others: with Argentina's new tv outlet, Channel 9 in Buenos Aires, and with Regie No. 1, the exclusive advertising representative of Europe No. 1 in Paris (radio stations).

Two Australian agencies, the Hugh Berry Company Pty. Ltd. and Hawkins Advertising Pty. Ltd. have merged to form Berry, Currie, Hawkins.

Total billings for the combined agency will be in excess of \$4.5 million. Offices are already in existence in Sydney, Melbourne, Brisbane and Adelaide.

New agency: H. Wm. Bernhardt, formerly a partner in Dolan and Bernhardt (which recently merged with BBDO) has formed an agency bearing his name with offices in Geneva, Paris and Frankfurt.

Among Bernhardt's clients: Lockheed, Chesebrough-Pond's, Royal Mc-Bee International. and Chrysler International.

Agency appointment: Kraft Foods

and Carta Blanca Beer, to Kenyon & Eckhardt de Mexico.

Expanding: Schick, Inc. has formed Schick, Inc. (UK) Ltd., to market a full range of its products in the United Kingdom.

Report from Rhodesia: Rhodesia Tv Ltd. plans to start transmitting from the Salisbury station during the last quarter of this year. Estimated adult European viewers: 10,000 at the opening; 30,000 a year later.

People in far-away places: Hubert Federspiel, elected president of the Central American Tv Network... John Simmons, appointed head of tv, radio and film production at Hobson, Bates & Partners Ltd., London... Bok Reitzel, to director of European operations for the McLendon Corp... William Gillen, in London as a director of BBDO, Ltd.... Luis Lovelace, to Robert Otto & Co., Puerto Rico.

NETWORKS

NBC TV has but a sixth and a matching 12th to go on a sellout of its presidential convention coverage.

Look Magazine (McCann-E) bought a sixth this week and the World Book Encyclopedia took a 12th.

Of course, there's always RCA in the wings to pick up what's left.

NBC Radio is in the black for the first time in eight years.

William K. McDaniel, v.p. in charge, attributed this to the web's new program concept and station clearances averaging 95 to 98%. There is now enough business on the books to assure the network a profit during the remaining quarters of the year.

CBS Radio is scouting around for a Detroit affiliate to replace WKMH, which the network summarily parted with last week.

What spurred the action, according to CBS: WKMH threw off all serials and the Pat Butram Show (Wrigley) and refused to reinstate them. (They're part of the two-hour afternoon block.)

Network tv sales: Lever Brothers (SSCB) to sponsor a new hour-long suspense series Moment of Fear which bows in on NBC TV Friday 1 July at 10 p.m. . . . The American Gas Association (Lennen & Newell) will co-sponsor The Barbara Stanwyck Theatre starting on NBC TV this fall.

Network Radio Sales: A series of 17 weekly five-minute programs featuring the Kingston Trio started yesterday on CBS Radio with Seven-Up (JWT) as sponsor . . . NBC Radio reports total net sales this year in excess of \$14 million.

Network affiliates: WTVM, Columbus, Ga., to become a primary ABC TV affiliate... Nine stations have joined Mutual Broadcasting System radio network during May.

Saturday afternoon football will be aired on Mutual radio network for the third year starting 24 September.

Summer replacement: The Comedy Spot, for Red Skelton, to be cosponsored by S. C. Johnson & Son and The Pet Milk Co., regular advertisers in the Tuesday 9:30-10:00 time slot on CBS TV.

Kudos: G. Thaine Engle, NBC. designated ad man of the year in winning the Gray-Russo Award from the American Legion.

Network personnel notes: Carl M. Watson appointed director of continuity acceptance at NBC . . . Douglas Lutz to NBC nighttime program operations manager and Peter M. Affe to fill that daytime position . . . Joseph R. Cox to ABC TV station relations as regional manager . . . Edward A. Byron and Richard B. Stark to NBC TV network sales . . . To account executives at ABC radio David Grimm and Herb Granath . . . Richard F. Faulkner to account executive at Mutual Broadcasting.

RADIO STATIONS

WQXR. N. Y.. reports that it has an audience with unique vacation-taking characteristics.

They take long and more frequent holidays and spend more money.

A survey taken by the station puts





the vacation expenditure of its audience at \$300 million in 1959, this being a 2% increase over 1958 and a 6% increase over the past five years.

Ideas at work:

• Shoot to win: KONO, San Antonio, sponsored a marble shooting contest for the local ladies. The women, all garbed in blue jeans, ranging in age from 16 to 72, vied for \$2,500 in prizes. Top winner went home with \$800 in merchandise. Station is aiming for an inter-city tournament next time.

• Mood Music: WRVA, Richmond, asked its audience to write in their reaction to a record played on the Carl Stutz Show. Contest, conceived by the station, Biggs Furniture Co. and its agency, Robert Kline & Co., offered a \$37.50 wine table as sole prize.

• Getting into gear: WEEl, Boston, and the Massachusetts Motor Vehicle Bureau are working together on this bit of promotion: motorists on the road who are commended by state inspectors for good driving, receive a clock radio.

• Cocktails for two: To mark its opening, WFMM, Baltimore, distributed cocktail kits to prospective advertisers. In addition to the mixings and glasses, the kit contained a rate card. The enclosed card invited the recipient to mix and ice up the cocktails and tune in the station.

• Dancing in the square: WRCV, Philadelphia, and the Levittown Businessmen's Association invited shoppers at Levittown Shoparama to some outdoor dancing. The elements intervened, so customers, band et al moved indoors to continue the festivities.

• Dad's day: Listeners of WING, Dayton, this past weekend looked for the perfect adjective to describe their fathers. The lucky dad, who is described most colorfully in this Father's Day promotion, will receive two tickets to the closed-circuit tv showing of the Johansson-Patterson fight.

Thisa 'u' data: Call letters of KLX, Oakland. this week changed to KEWB ... WMC & WMCT, Memphis. collected two truck loads of clothing for stricken Chileans... KISN, Portland, Ore., ran a contest for the nearest guestimate of the city's population ... WEJL, Scranton, and the Globe

Store sponsored its ninth annual dinner for local athletes . . . San Francisco Radio Association will present a 1960 study of the area dubbed "The Market with the Golden Gait" . . . Acquisition: WJMK, North Syracuse, to Sol Panitz and Barry Winton for \$75,000.

Station staffers: William M. Humphreys to national sales manager of WTCN, Minneapolis . . . Howard McAnulty to regional sales manager of KISN, Portland . . . William A. Merrick to assistant general manager of KCAP, KBMN, Helena, and KGVO, Missoula . . . Pede Worth to newly created position of manager of sales projects, KCBS, San Francisco . . . Ray Betsinger to WAIT, Chicago, as sales coordinator and account executive . . . Harry J. Diettinger to account executive at KQV, Pittsburgh . . . Jacqueline B. Kunz to promotion director at WAKR, Akron . . . Mel Corvin to sales staff of KFRC, San Francisco . . . Jack Prince, to director of WTAR, Norfolk . . . Tom Harrison, to general sales manager for WFLN-AM-FM, Philadelphia . . . Charles Payne, to commercial manager of KABL, San Francisco . . . Tod Gaulocher, to Eastern sales manager for WLW, Cincinnati . . . Al Zimmerman, to the sales staff of Radio Press International . . . Richard Hammer, to the sales staff of WBBM, Chicago.

REPRESENTATIVES

The question of whether or not major rep firms should open Minneapolis offices came to a boiling point in Chicago this week.

The consensus: the reps (other than Katz who is already there) should not flock there because:

1) The dissidents feel it is much better to have a top flight Chicago man cover the market than a mediocre salesman headquartered there, trying to take care of all the blue chip business. Minneapolis is only an hour by air from Chicago, and also. the Chicago reps are in constant communication with Minneapolis agencies via teletype.

2) The people involved with the major advertising decisions in Minneapolis spend almost as much time in

Chicago as they do there. This is particularly true in the case of Pillsbury and General Mills, who use Chicago as well as Minneapolis agencies.

In predicting that the fall and winter of 1960 will be the biggest spot season in the history of tv, TvAR general manager Larry Israel called for a double-barrelled attack at the national and local levels to convert current non-users and light users into regular spot tv customers.

Speaking at TvAR's anniversary conclave, Israel also urged a broadening of procedures and systems to facilitate the exchange of information between reps and their stations and among the stations within each rep firm.

PGW has come up with a presentation dubbed Mr. Thinkbigly Reaches 60.

The brochure, a picture and graphic study on the far-reaching effects of spot tv, is a synopsis of what the rep firm has been showing to leading advertisers and agencies around the country.

Rep appointments — stations: WVEC-TV, Norfolk, Va., to The Katz Agency . . . KXMC-TV, Minot, N. D., to Andy McDermott Co., Toronto, for Canada.

Thisa 'n' data: Henry I. Cristal Co., Detroit, last week sponsored a series of conferences between the sales managers of 16 radio stations and the agencies representing divisions of General Motors, Ford, Chrysler, and American Motors. Purpose: to show how good broadcasting benefits the auto advertisers, their dealers and dealer groups . . . More than 250 admen and advertisers attended PGW's "Tape-O-Rama" in the rep firm's New York office. It featured continuous showings of local news stories, entertainment skits, the brief showcases of station personalities which had been taped by individual PGW represented stations and processed into one 90-minute videotape reel.

Rep appointments — personnel: George Gilbert, to sales executive in the Chicago office of Radio-Tv Reps ... Lloyd Heaney, to the New York sales staff of Blair-TV Associates ... Robert Aissa, to account executive in the New York office of Weed Radio Corp.

TV STATIONS

Market Research Corp. of America has set up a new media service.

It will measure how much the audience of a tv program, magazine or newspaper supplement spends for specific products.

Some uses of the new measurement:

1) Advertisers can compare media on the basis of audience buying power in a specific product class and can also select the combination of media which provide the maximum unduplicated sales potential for his product.

2) Audiences of print or broadcast media can be compared in analysis for marketing characteristics and in selecting telecasts or publications that deliver the greatest amount of heavy buyer exposure.

Westinghouse Broadcasting Co. and NBC continue the slugfest over the proposed tv station acquisitions in Boston and San Francisco.

WBC charged the U. S. Department of Justice with a "shocking and inexplicable reversal of its prior position of encouragement on WBC's 'move to intervene' in the government's anti-trust action against RCA and NBC."

NBC's counter: WBC's statement is a "hysterical playback of false and malicious charges" concerning NBC's proposed station acquisitions. "These charges have already been thoroughly investigated and found baseless by the Department of Justice."

A nationwide survey conducted by American Motel Magazine covering the use of tv sets, antennas and service came up with this statistic:

Of the motel rooms answering, 15,660 out of 19,337 currently have to sets installed.

Ideas at work:

• Using tv to sell a tv program: This Sunday night (26 June) Who's The Ancestor? will premiere on WOR-TV, New York. The idea: American Features Co. bought the unsponsored time to show its production to agencies, advertisers, viewers and the like. Purpose: to sell the panel program to a network.

• Treasure overboard: WECT, Wilmington, N. C., is featuring a "floating treasure" promotion. The idea: station threw 25 bottles into the Gulf Stream each containing a certificate worth \$25. Viewers finding these bottles win the money.

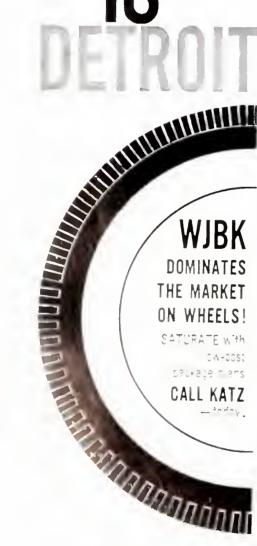
Financial report: Final net profits of the Taft Broadcasting Co., for the year ended 31 March, amounted to 95ϕ per share as compared with 76ϕ per share for the previous year. Net revenues totaled \$10,426,310 as compared to \$8,972,501 for the year ended March 1959.

Thisa 'n' data: As the result of a special telecast on WBRZ, Baton Rouge, showing that voting machines can be rigged, a special voting machine probe in Louisiana has gotten underway... New quarters: WDBJ-TV, Roanoke, last week held ground-breaking ceremonies for construction of its new building at Colonial and Brandon Avenues, S.W.... The Gene London Show on WCAU-TV, Philadelphia, has been extended to seven days a week.

Kudos: Dance Party, on WLBZ-TV, Bangor, Me., awarded the American Legion Auxiliary's Golden Mike Award "in appreciation for outstanding performance in the interest of youth through the medium of tv in 1959" . . . To KDKA-TV, Pittsburgh, the Alfred P. Sloan Safety Award for "outstanding service in the traffic safety field"... WSPD-TV, Toledo, winner of the Vick Chemical Co.'s national merchandising contest . . . Mrs. S. Scott Bullitt, president of KING-AM-FM-TV, Seattle; KGW-AM-TV, Portland; and KREM-AM-FM-TV, Spokane, awarded a national citation by the National Conference of Christians and Jews.

On the personnel front: Kermit Kahn, to director of advertising and sales promotion for WNTA-TV, Newark, N. J. . . . John Upham, to assistant manager for KTNT. Tacoma . . . Robert Fowler, to national sales representative for WTVT. Tampa-St. Petersburg . . . Chet Collier, to program manager of KYW-TV, Cleveland . . . Richard Favret, to the sales staff at WKYT-TV, Lexington, Ky. . . . Robert Hance, III, to assistant promotion manager for WBAL-TV, Baltimore.





STORER tation

ting



Joseph Goodfellow has the elected and general manager of WRC-AM-FM-TV. Washington, Doff, He succeeds Carleton 5, ith whomees, RCA Washington as staffing, Goodfellow WABC & WNBT. New York, He was later to all eastern as sales manager to NBC 5, to Sales. In 1.50 Godfellow has a linear medical direction.

tor of sales for WRC-AM-FM-TV. He was 1. Tr to marager. WRC-AM, in 1.57. (c.) fer with a graduate 1.57. Lauren e U.

Bob Edell, in the manager at Storer's WJBK-TV. Decode has been named in the manager of Storer Broad asticulated quarters. Minum in A 17-year in an asticulated testing and a correct with WTRC. E'khart. In the solven testing of as a sports spool at the solvent at the wings of Minuskey of Minuske



Panama (1, F), II is at in the WGBS-TV. Miami. The



Edwin Koehler, a sum la r at BBDO. Las been apprised associate media three or A 2 mean rate to veteran. Koehmegar his lareer at NBC Red radio network in 114. A year later he joined the NBC Blue well as traffic supervisor. In 1150 K ehier moved to Du Mont where he worked in state in relations until the twinetwork's demise in 1055. After that, he

ioined Buchanan & Collas assistant rad to hire or. In 1950, when the agency merged with Lenten & News Kiehler in vedit BBDO.

Andrew E. Jacobs, firmer WLW. Commatine on ant executive to Chinago. has an appointed manager of a sales for the Cleve at 10 vision. Crosses Broadastras WLW, representing the station in Michigan Pennsylvania, and northern Ohic. Project to joining Crosley, Jacobs was acturate even utive for WGN. Chicago for four years. Before that, he was with the Chicago



Tribune for three years and sales promotion manager for Brunswick Balke Collender Co. Succeeding Jacobs in Chicago: Sam Schneider.



Here's where it all started—the dynamic program structure, the superb facilities that have brought about such a marked shift in Carolina viewing habits. Listed are only a few of the services and features that are building the "big new picture" in Charlotte. For this 25th largest television homes market in America, your best buy is WSOC-TV. One of the nation's great area stations.

WS&C-TV

CHARLOTTE 9-NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



The seller's viewpoint

Inspired by the column on film commercials production, written by Wade Barnes and printed here 16 January, M. M. Steffee, tv/radio director, Burke Dowling Adams, Inc., Atlanta, Ga., explores the other side of the coin—creating the commercial. What amount to difficulties in making prints, he points out, often come close to insurmountable obstacles in the preceding stages. Far from an "If you think you've got it bad" viewpoint, Steffee here offers a concise, yet all-inclusive picture of the problems, questions, changes and freak developments which inevitably beset all film commercials producers



MAKING COMMERCIALS: A MANY-COMPLICATED THING

Wade Barnes' article "Some Hints on Prints" ("Seller's Viewpoint," 16 January) was very interesting—but, egad! What headaches, frustrations, ulcers, time, and money are tossed off in the simple statement "... once the producer is set on the script, sets, actors and sounds..."

To begin with, the script, with its visualization of the completed spot, is a major headache in itself. The client may want to open, for example, on a large cocktail party presumably taking place in the ballroom of the Waldorf-Astoria. At the same time he admonishes the agency producer to "keep the budget down." He doesn't seem to realize that current SAG talent payments can quickly send the budget skyrocketing, to say nothing of the cost of building intricate sets. Then there's the ever-present bugaboo of "musts" that inevitably result in dull, dry narration that can't possibly be squeezed into 60 seconds.

Sets pose their own unique little bundle of problems. Shall we have a picture on the wall behind the desk? The set looks too bare without it. But then if we put a picture in, we may detract from what the actors are doing and saying. Now that potted palm in the corner looks swell in the camera viewfinder, but what will it look like after tw cut-off? How about the scene where the actor picks up the phone? If he picks it up with his left hand, the phone covers most of his face. Yet if he picks it up with his right hand, he has to write with his left hand—but he's right-handed. Okay, fellows, take another hour and change the camera angle (which means changing all the lights, too).

Actors—ah, yes, the casting session. How long does it take to pick the right actor for the job? Well, that depends on how much time you want to spend casting. Nobody ever exactly fits the type you have in mind (which may or may not be the type the client has in mind). So if you have a lot of talent to select, you can easily spend from a day to a week choosing the proper people.

Sounds? Sometimes a major problem. You can spend days on end listening to musical introductions, bridges and closes. What sound effects should we have for the pouring

of a bottle of beer, a jet plane takeoff, or a man gulping a spoonful of soup? Or is the safest thing to leave it silent?

Mr. Barnes didn't mention shooting—the fingernail-gnawing, hangnail-picking period when every agency producer wishes he had become a ditchdigger. Take after take. The talent fluffs lines. The sound is ruined by a low-flying plane. Time to reload camera. Time to reload sound. Where's make-up? Give that highlight a shot of dulling spray. Let's keep that dolly smooth on the next take. Wonder if I have the interpretation the client wanted?

And don't forget the strange, almost uncanny things that can happen to ruin a take. I remember an incident several years ago, when I was shooting one of a series of 15-minute shows with John Cameron Swayze and his family. We were in San Francisco, setting up for the last shot of the day, a scene of the Swayze family getting off one of the cable cars at the end of the line, and helping turn the car around on its turntable. It was starting to rain, but we had to get the shot. We signaled the cable car which was waiting half a block down the street, and started the camera rolling. The car lurched up to the turntable and screeched to a stop. The Swayze family jumped off the car and started to turn it around, when suddenly, to everyone's complete amazement, a trapdoor in the turntable popped open and a workman indignantly stuck his head out to see what was going on. The outtakes showed a ludicrous picture of the workman's open-mouthed astonishment at finding he was the center of attraction of a complete motion picture crew. And I'm sure all of us looked equally as silly.

I've been producing tv and radio commercials for a number of years, and every single job brings its own individual set of problems. It is literally impossible to predict what will happen on a set or in a recording studio. But I can safely say this: 99.44% of the time the job of producing a commercial is more difficult, more time-consuming and more expensive than anyone except the agency producer himself thought it would be!

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SPONSOR SPEAKS

A better image for radio

The meeting last week in New York of the Quality Radio Group, Inc., called by Chairman Ward Quaal, WGN Chicago, was one of the healthiest steps toward improving the over-all image of radio that has taken place in some time.

The two-day session, an "exchange of idea" meeting, was attended by 26 station executives of the Quality Radio Group, plus "observers" from such important radio strongholds as WJR, Detroit, and the Triangle stations.

In line with the Quality Group's purpose of "furthering quality radio programing, quality promotion, and quality advertising," those at the Waldorf meeting reviewed every phase of radio station operations, and traded experiences on how to upgrade public confidence in the medium.

They also heard a thoughtful analysis of radio's "mixedup image" in the minds of today's agencies and advertisers by Len Matthews, v.p. the Leo Burnett Co., and Matthews' constructive suggestions for better radio programing and selling.

From the standpoint of news breaks or dramatic announcements the Quality Radio Group's meeting produced no big bombs. No explosive press releases floated out of the Waldorf's Jansen Suite.

But far more important was the fact that these serious and responsible radio leaders took two days off from their busy schedules to face squarely and discuss thoroughly radio's image problems.

We are confident that from these and similar meetings will come the actions and the programs which the industry needs.

Member stations of the Quality Radio Group are WOW, Omaha, WSM, Nashville, WLW, Cincinnati, WOR, New York, KIRO, Seattle, WGBS, Miami, WGN, Chicago, WSB, Atlanta, KCMO, Kansas City, WBAP, Fort Worth, WWL, New Orleans, KDKA, Pittsburgh, WBZ, Boston, WHO, Des Moines, WBT, Charlotte, WRVA, Richmond, KSL, Salt Lake City, KVOO, Tulsa, KEX, Portland.



tion among agencies and advertisers of the power and usefulness of radio as a basic, rather than a supplementary medium of advertising.

10-SECOND SPOTS

Quote: Darren McGavin, star of NBC TV's Riverboat in TV Guide—
"Saying you don't like television is like being stranded in the middle of the ocean and saying you don't like water."

For the out-of-home: KELP, El Paso, offers a new public service every afternoon between 2 and 5. At 20-minute intervals, a bell rings, interrupting the programing, and the air personality reminds listeners who are sunbathing that it's now time to roll over and tan the other side.

Western note: TV Guide news release—"... television's oaters don't begin to portray Western speech the way it really was. It seems that straight shooters from the Old West were mighty verbose critters. Sample speech: 'We had better lean forward and shove while the gate's still open. That's a snake's alarm clock.' Translation: 'Jump! It's a rattler!' "Let's hope the rattler was polite enough to wait till they stopped talking.

Titling: At Schwerin Research Corp., when a commercial up for testing has not been titled by the client, then the Schwerin staff titles it. One of the research outfit's favorite titles is, "Baby Double Guts."

Definition: Sagebrush — A wise young adman wearing a crewcut.— Frank Hughes.

New directions: Phil Stone, of CHUM, Toronto, tells of the tv actor who finds pickings so lean of late that he's been forced to go into the real estate business. Like selling his house.

Potabilities: Koreneff Co. of San Francisco, manufacturer of Koreneff's Buffalo Vodka, has begun an ad campaign on the theme: "Stamp out martinis with buffalos." The new drink, according to Lloyd Koreneff Downtown, former Lennen & Newell a.e., is made from vodka and a special "family" formula using buffalo grass. The herb which is imported from Poland adds a distinct flavor to the Vodka. Anyone ever hear of a Polish buffalo?

Spokane, Washington Seattle, Washington Yakima, Washington Portland, Oregon Eugene, Oregon San Francisco, Calif. Fresno, California

3 X Salt Lake City, Utah

San Antonio, Texas WHDH Boston, Massachusetts WIW Cleveland, Ohio Sacramento, California WTAE Pittsburgh, Penna. WTOP Washington, D. C. WCCO Minneapolis, Minnesota Bakersfield, California WMAR Baltimore, Maryland Los Angeles, California W B E N Buffalo, New York San Diego, California W D A U Scranton, Pennsylvania WHYN Springfield, Mass.

W B A P Fort Worth, Texas

KPRC Houston, Texas

W C I A Champaign, Illinois W M A Z Macon, Georgia W F M J Youngstown, Ohio WISN Milwaukee, Wisconsin KOTV Tulsa, Oklahoma WIVN Columbus, Ohio W H I O Dayton, Ohio

W X E X Richmond, Virginia

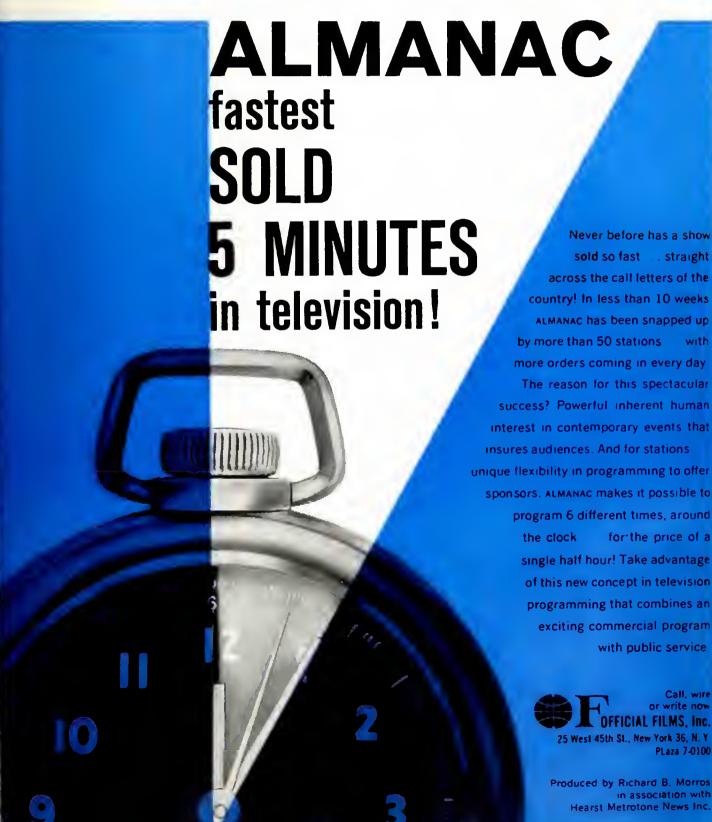
WSPD Toledo, Ohio

W J X T Jacksonville, Florida

WTAR Norfolk, Virginia WREC Memphis, Tennessee KAKE Wichita, Kansas K M B C Kansas City, Missouri W X Y Z Detroit, Michigan KFSA Fort Smith, Arkansas WUSN Charleston, S. Carolina WISH Indianapolis, Indiana KRNT Des Moines, Iowa W D S U New Orleans, Louisiana

WNHC New Haven, Connecticut WIVW Evansville, Indiana W S M Nashville, Tennessee WRGP Chattanooga, Tennessee K L R J Las Vegas, Nevada KOOL Phoenix, Arizona W 0 W Omaha, Nebraska KTSM El Paso, Texas K O B Albuquerque, N. Mexico WLOF Orlando, Florida WAFB Baton Rouge, Louisiana KTVO Ottumwa, Iowa W G N Chicago, Illinois

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